



**ABB** Contact Lens

Specialty Vision Products

**Practice Development  
Educational Series**



**ABB Contact Lens | ABB Labs | ABB Business Solutions**

Dr. Matthew Lampa is a Professor at Pacific University College of Optometry where he is involved with specialty contact lens fitting, contact lens instruction and clinical research.

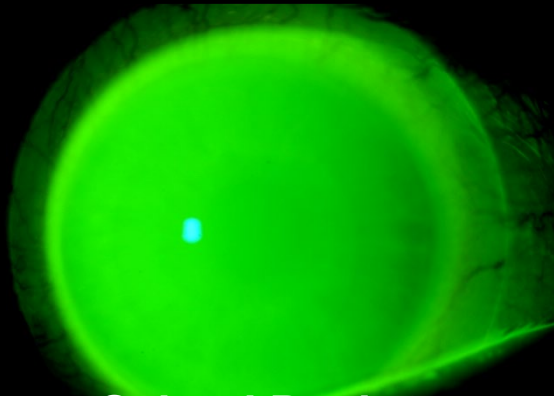
He received his Doctor of Optometry degree from Pacific University College of Optometry in Forest Grove, OR.

After graduation he completed a residency in Cornea and Contact Lenses at Pacific University College of Optometry.

He is also currently an associate in a private practice in Silverton, Oregon.



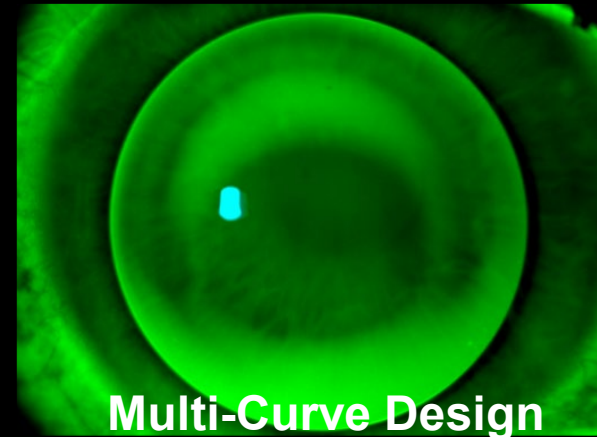
# Building and Growing Your Specialty Contact Lens Practice



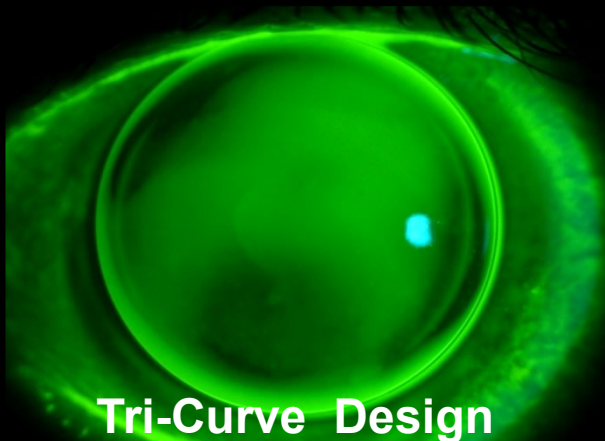
Scleral Design



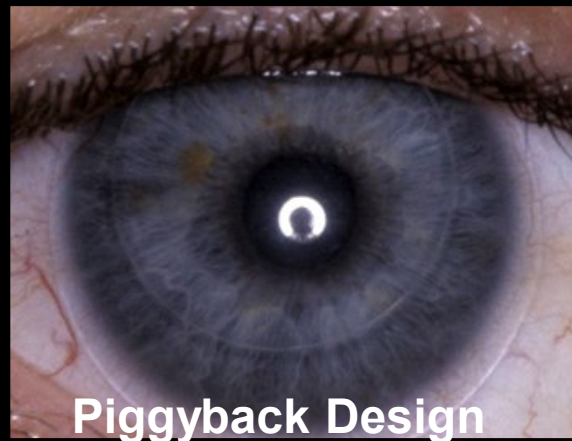
Custom SCL Design



Multi-Curve Design



Tri-Curve Design



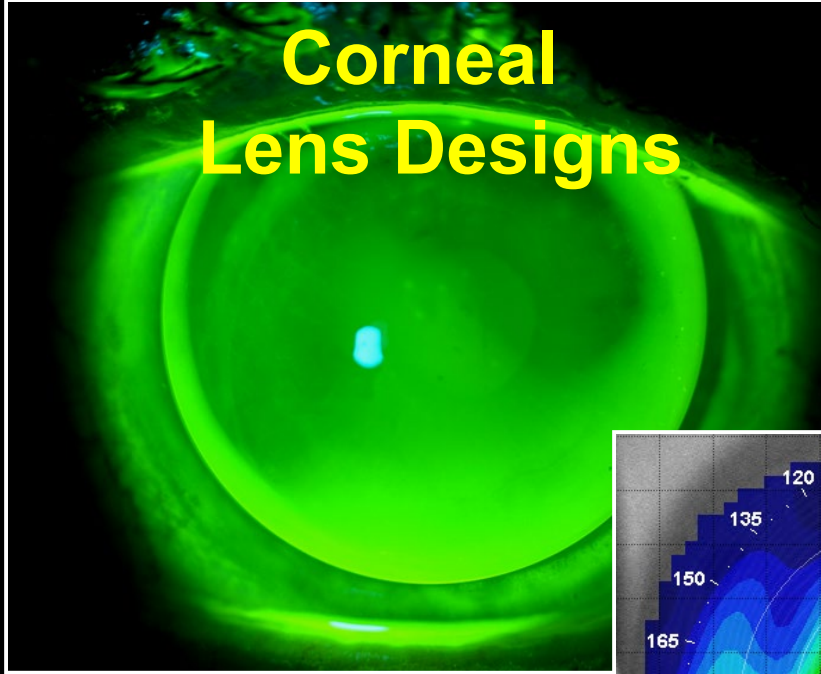
Piggyback Design



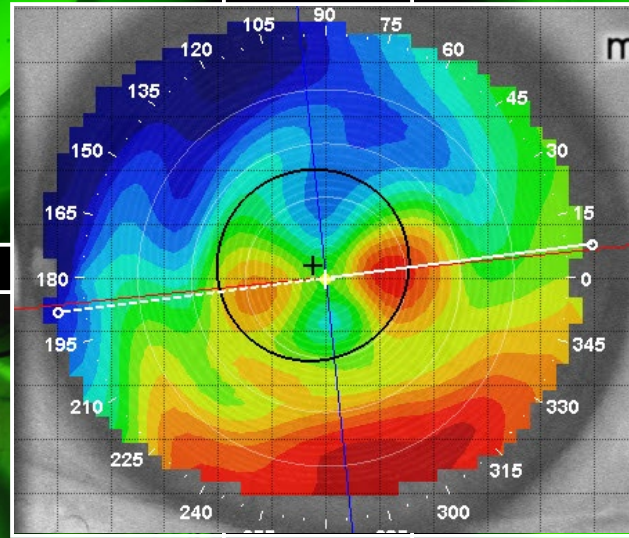
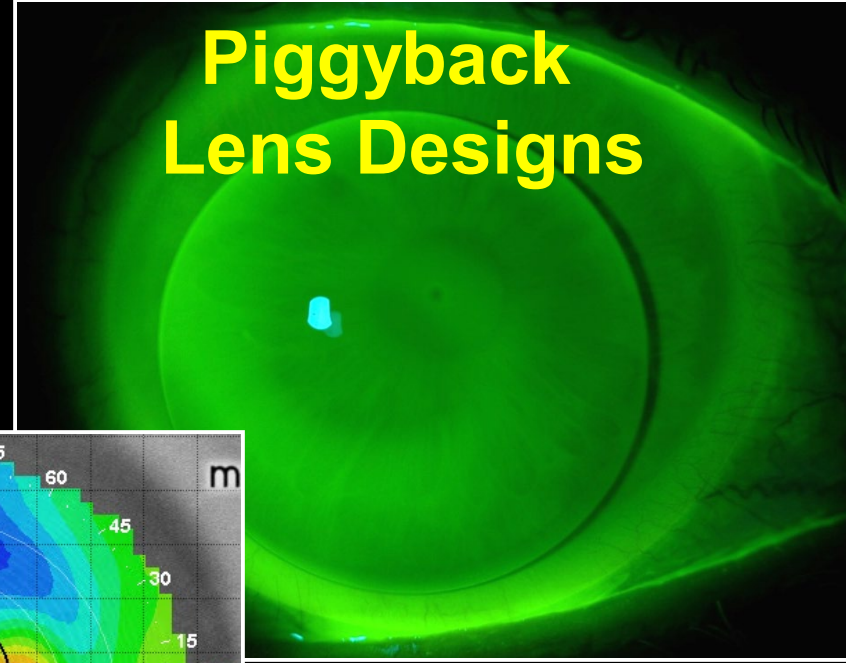
Hybrid Design



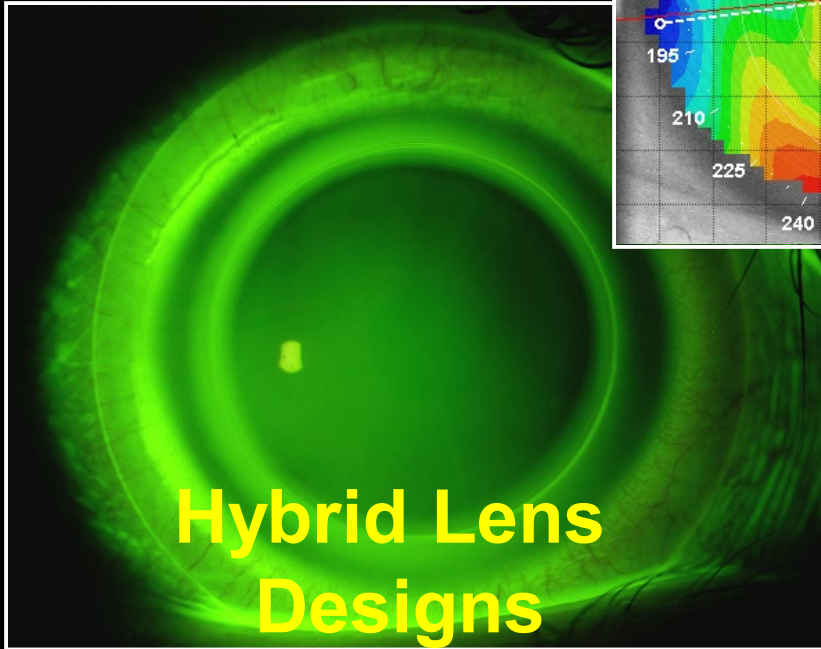
**Corneal  
Lens Designs**



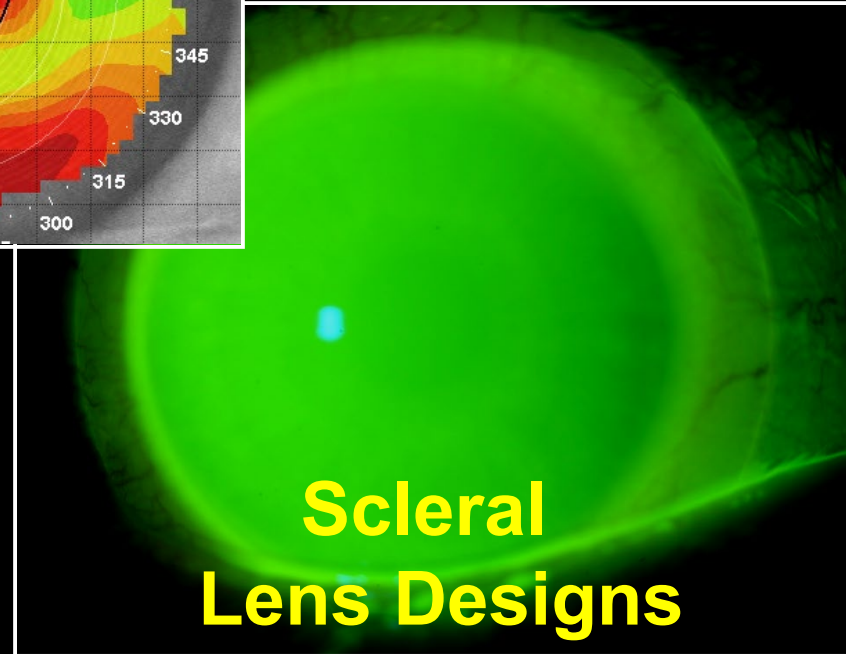
**Piggyback  
Lens Designs**



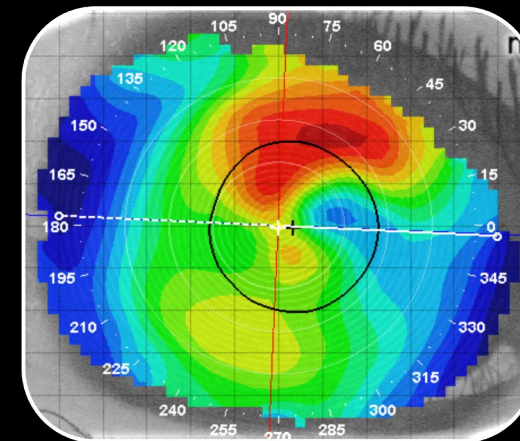
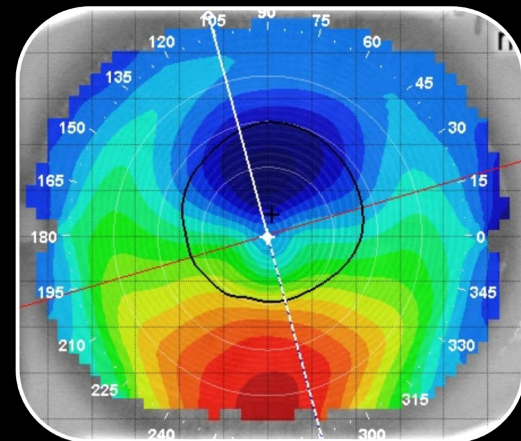
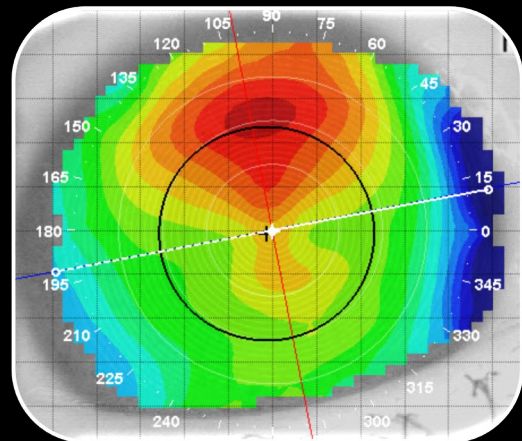
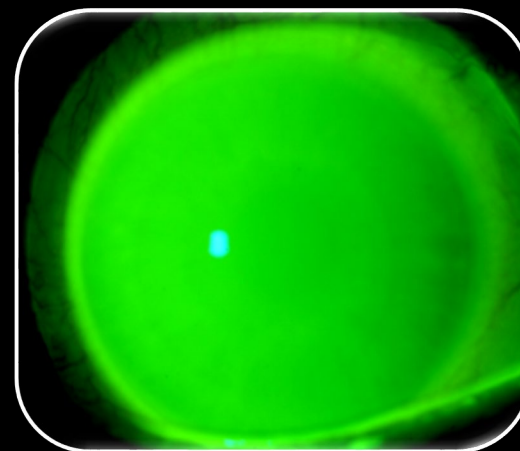
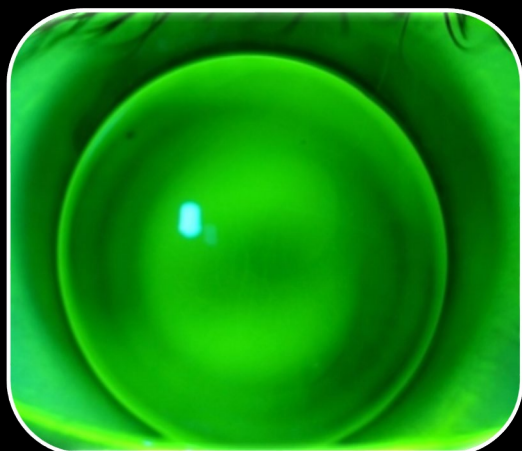
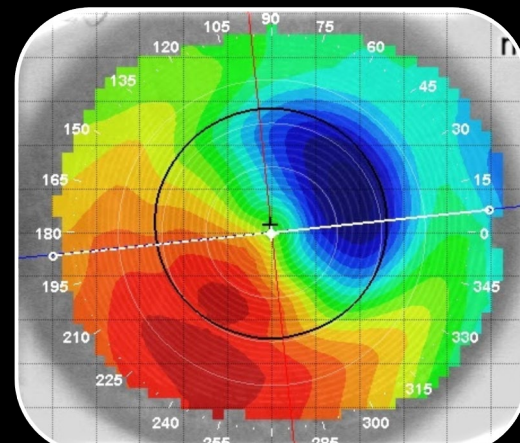
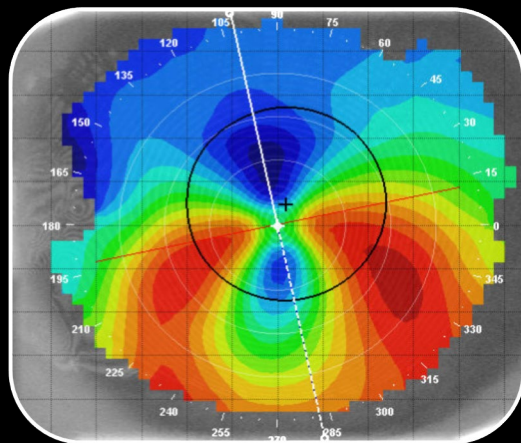
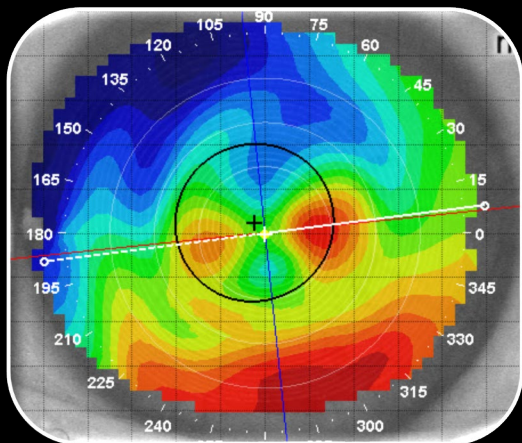
**Hybrid Lens  
Designs**



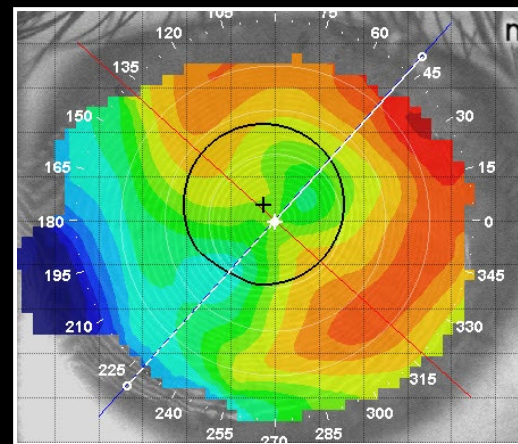
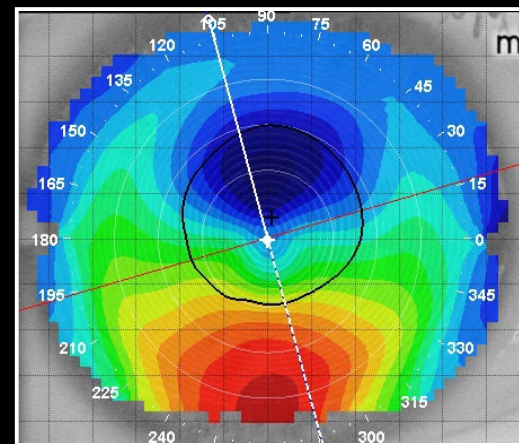
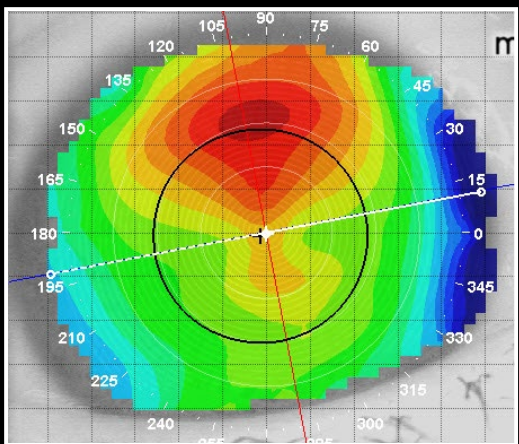
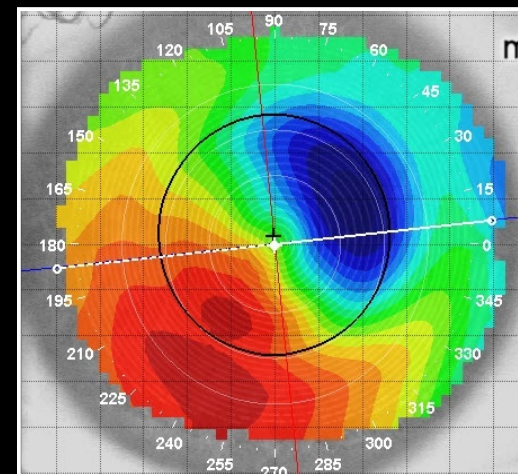
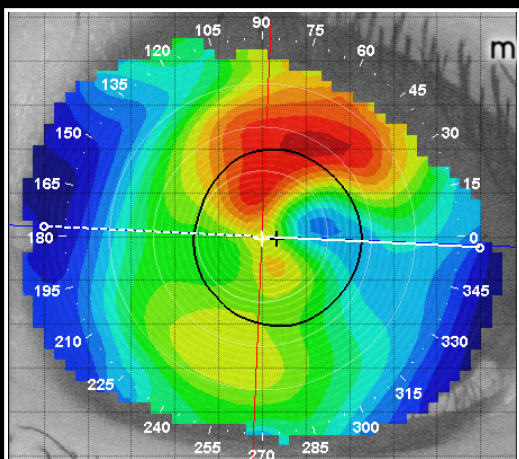
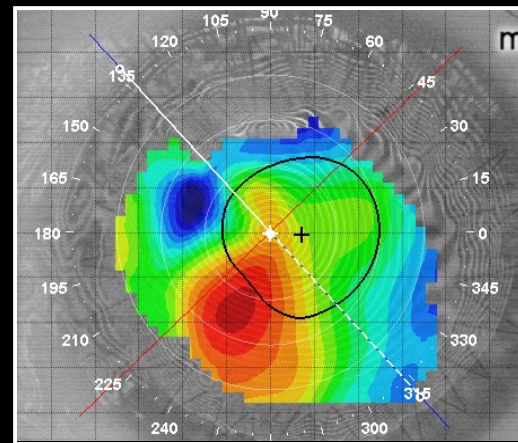
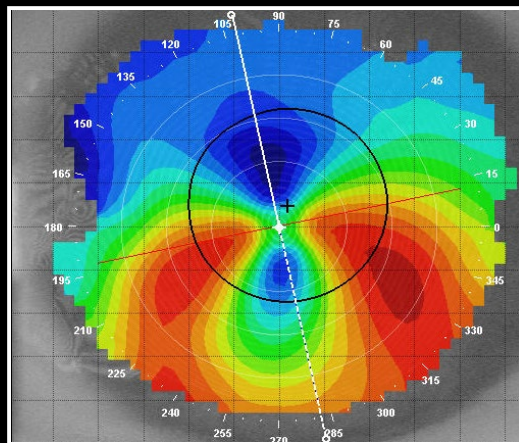
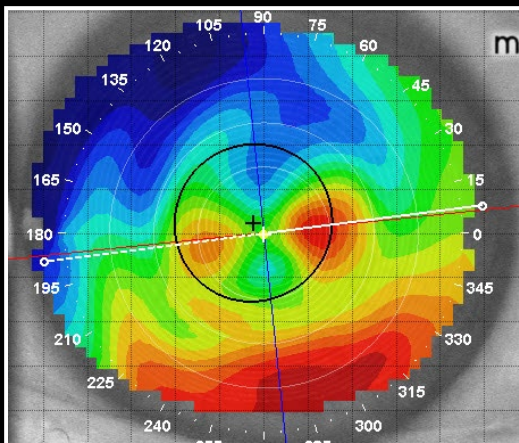
**Scleral  
Lens Designs**



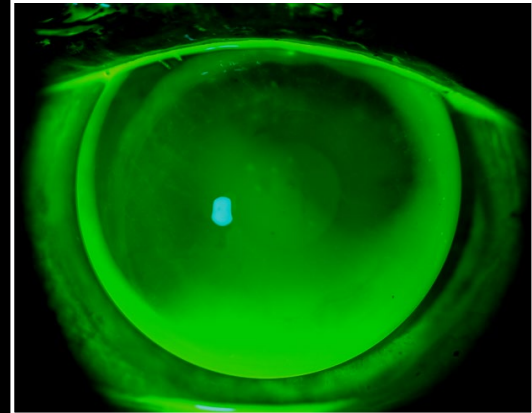
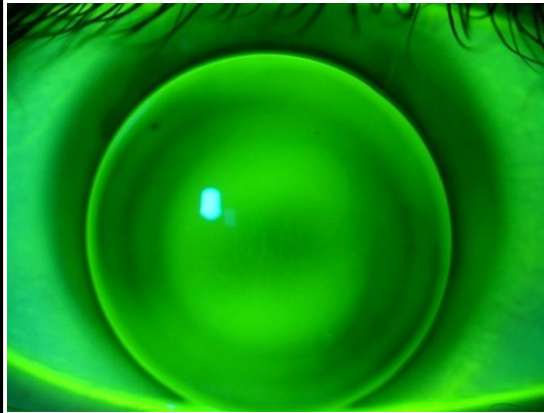
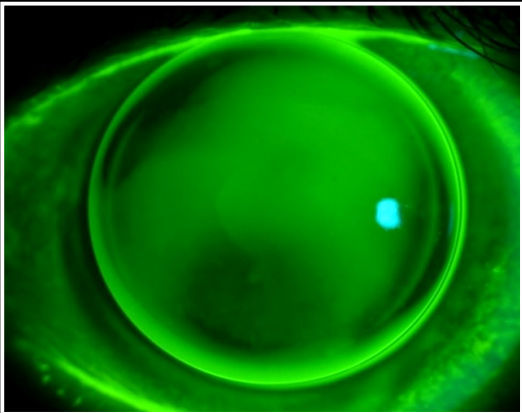
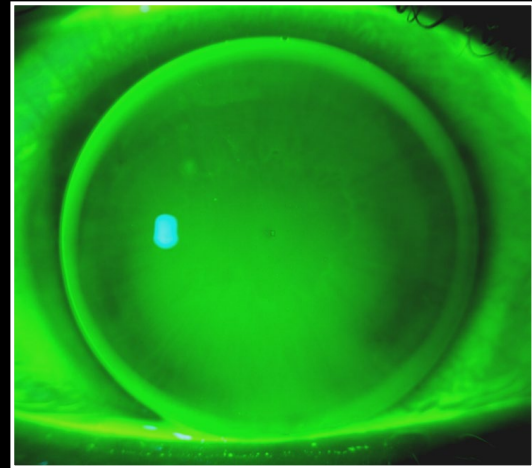
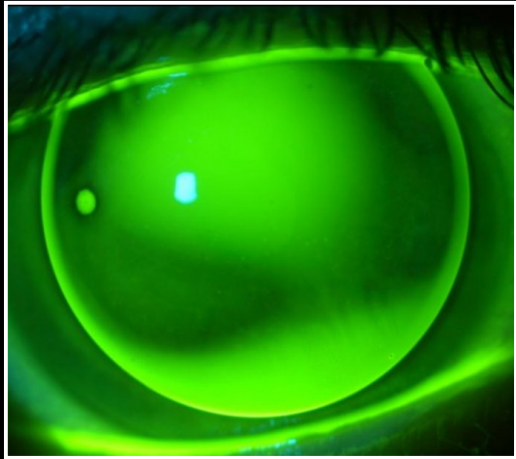
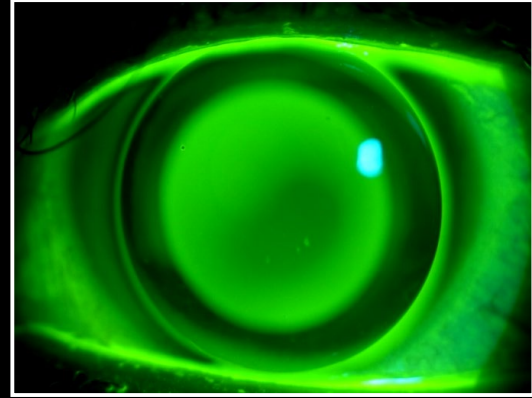
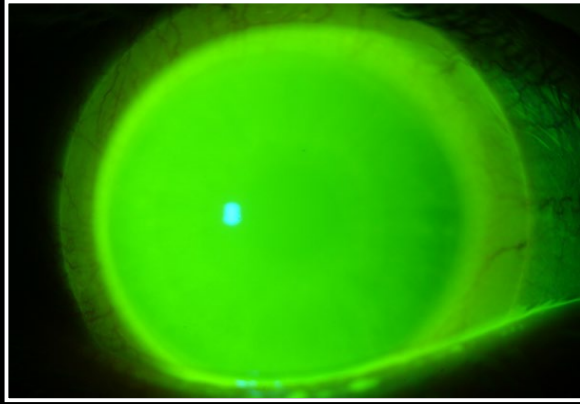
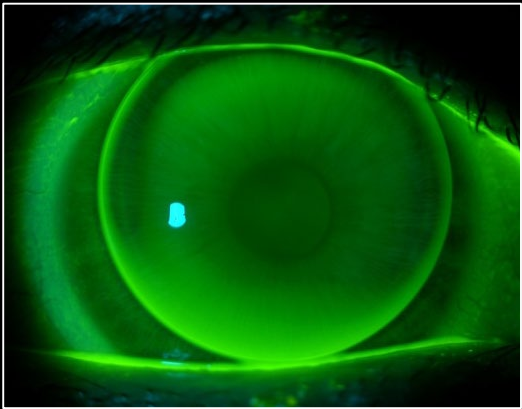






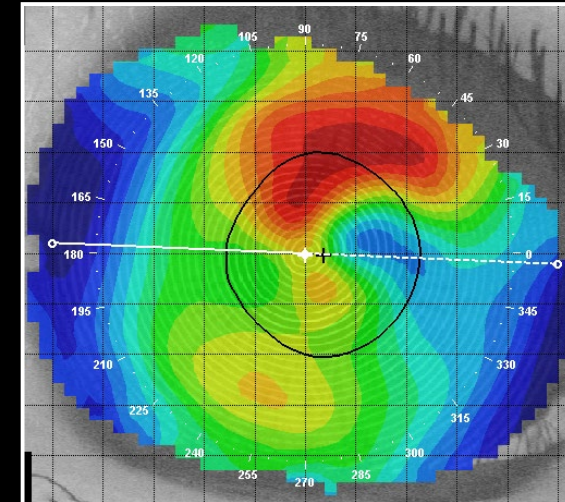
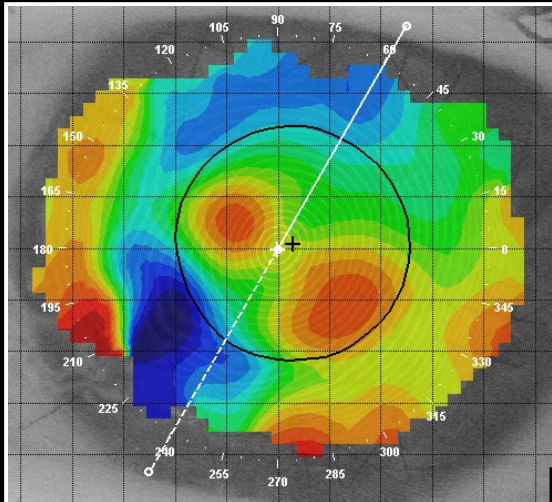
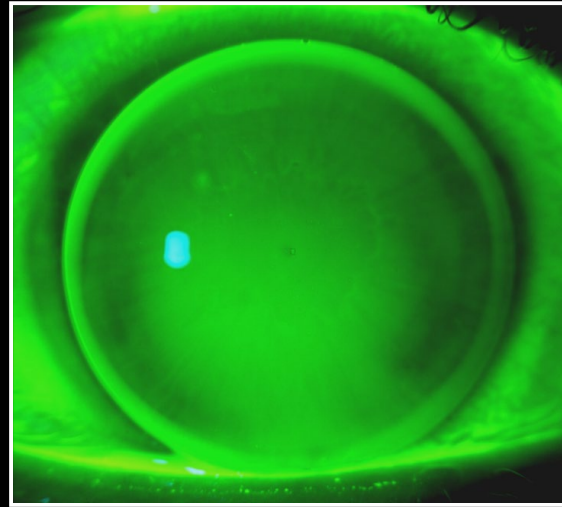
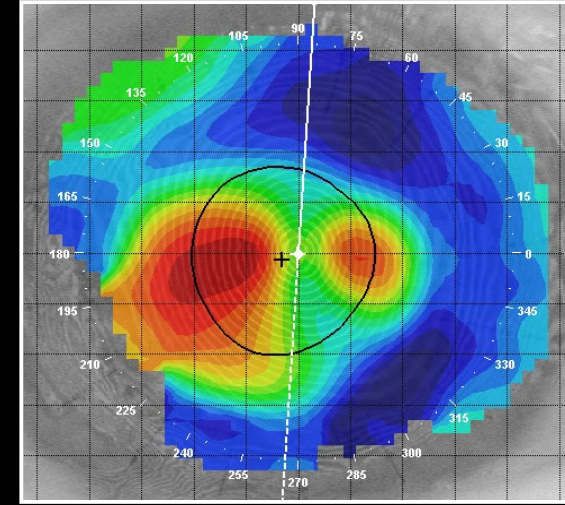
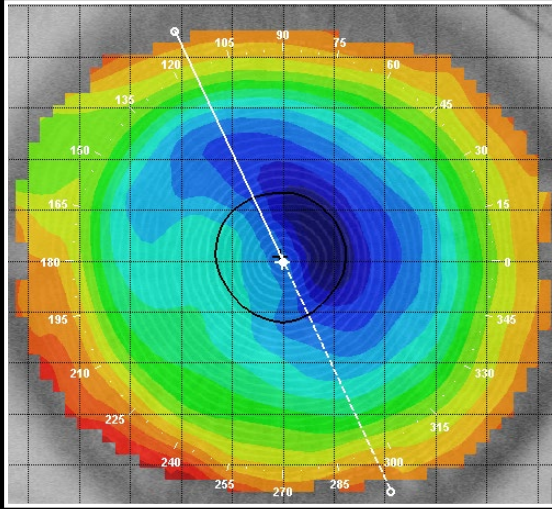


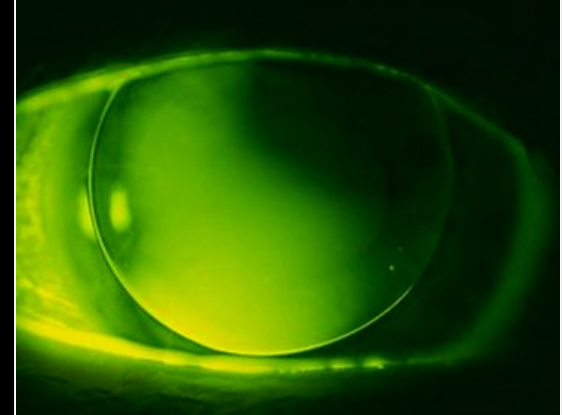
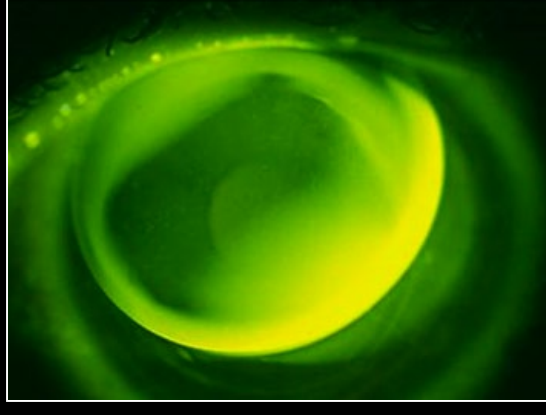
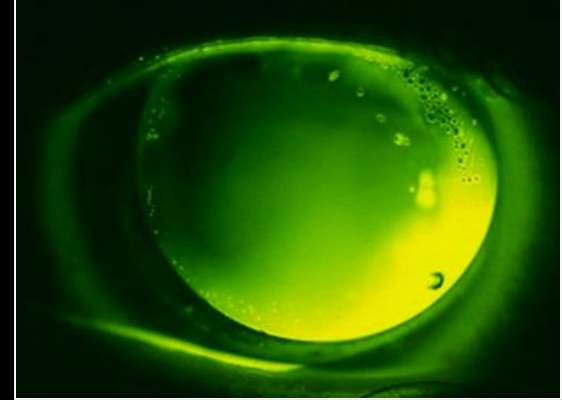
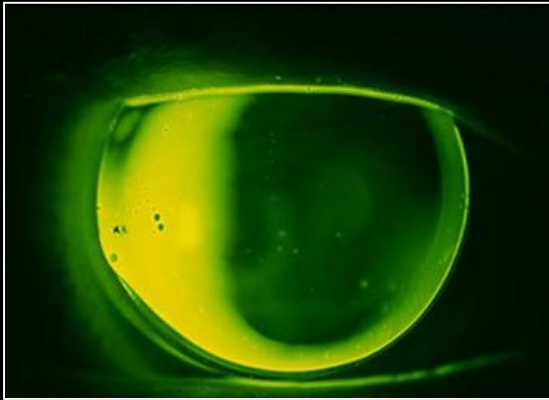
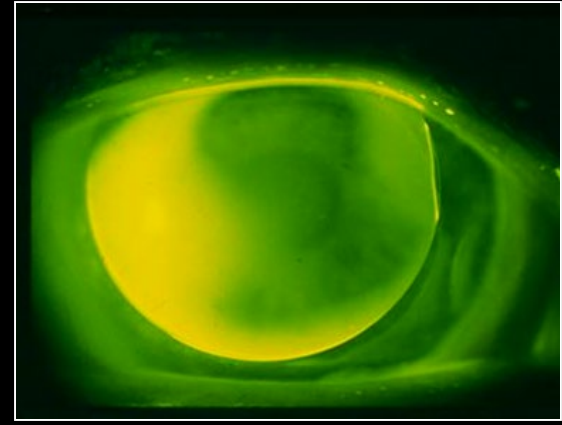
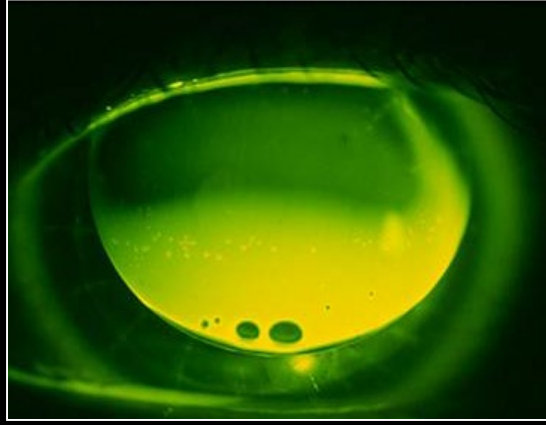
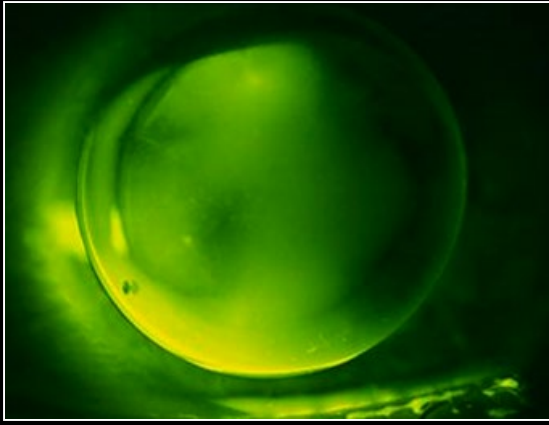






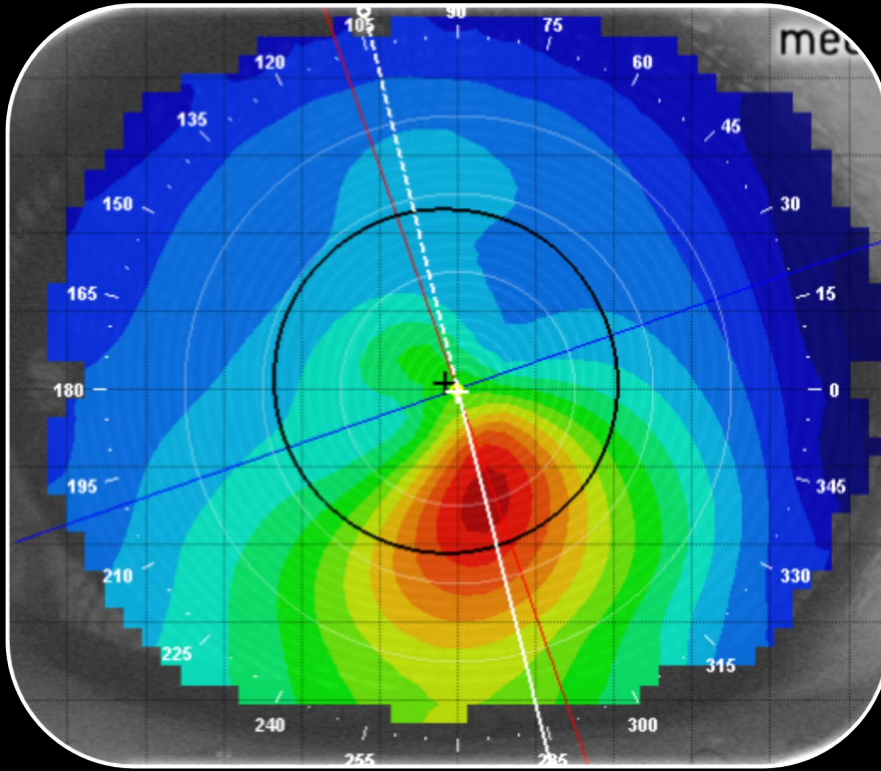
# Is There a Way to Predetermine the Success of a Corneal GP Lens?



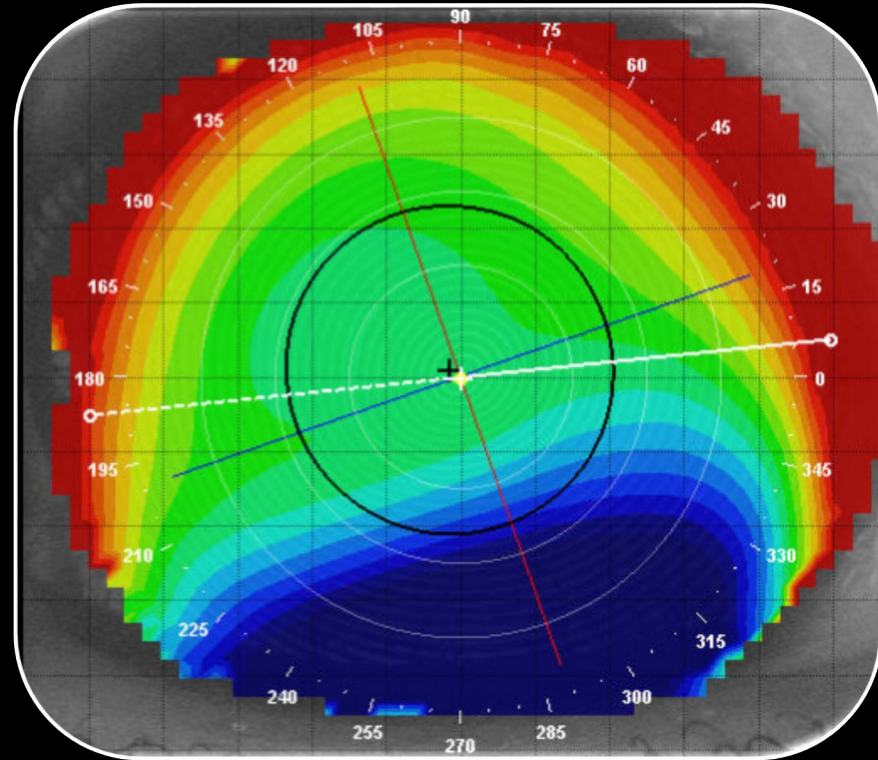




# Curvature versus Elevation



**Axial Display  
Power Map**



**Elevation Map  
Height Map**

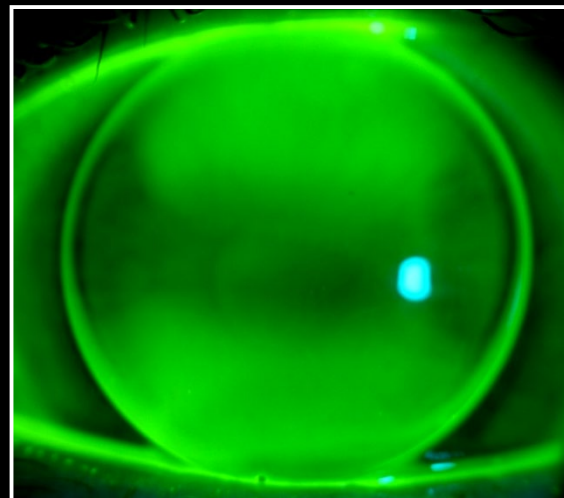
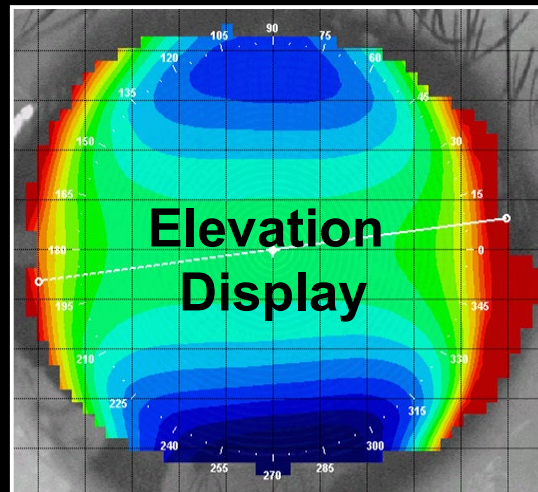
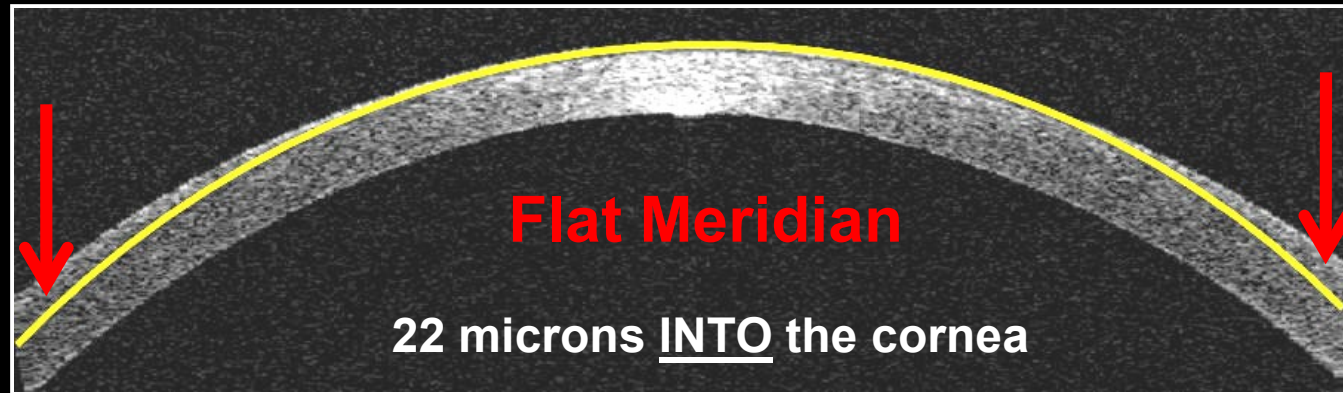
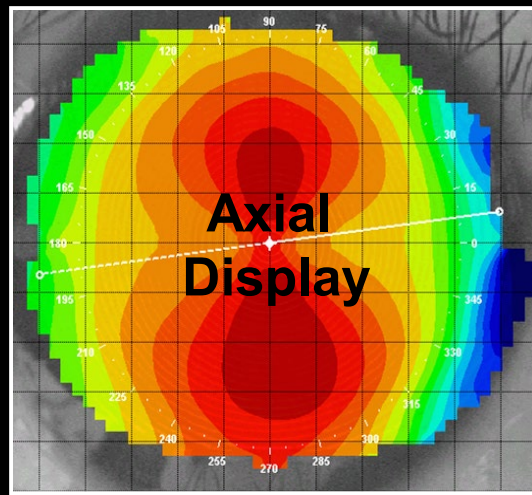


# Photokeratoscopy



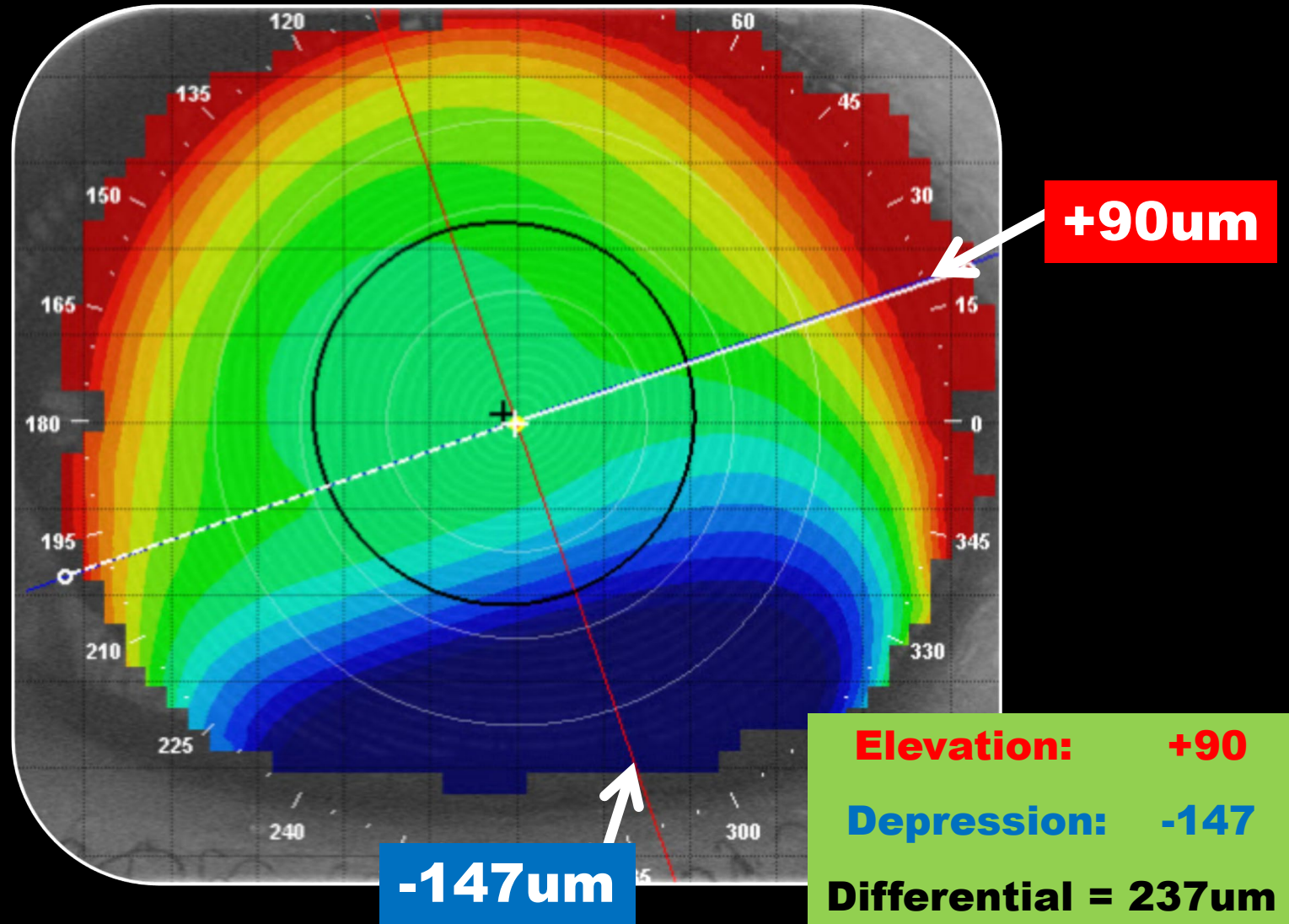
**The closer the rings are to one another, the  
steeper the cornea**

**The further the lines rings are from one another,  
the flatter the cornea**



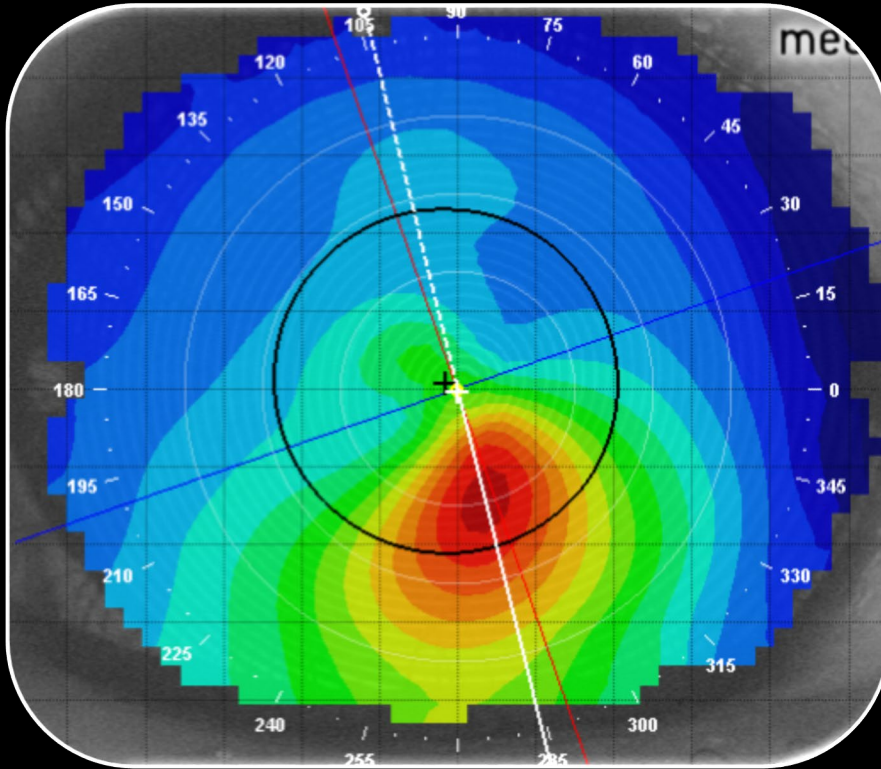


# Elevation Display Map

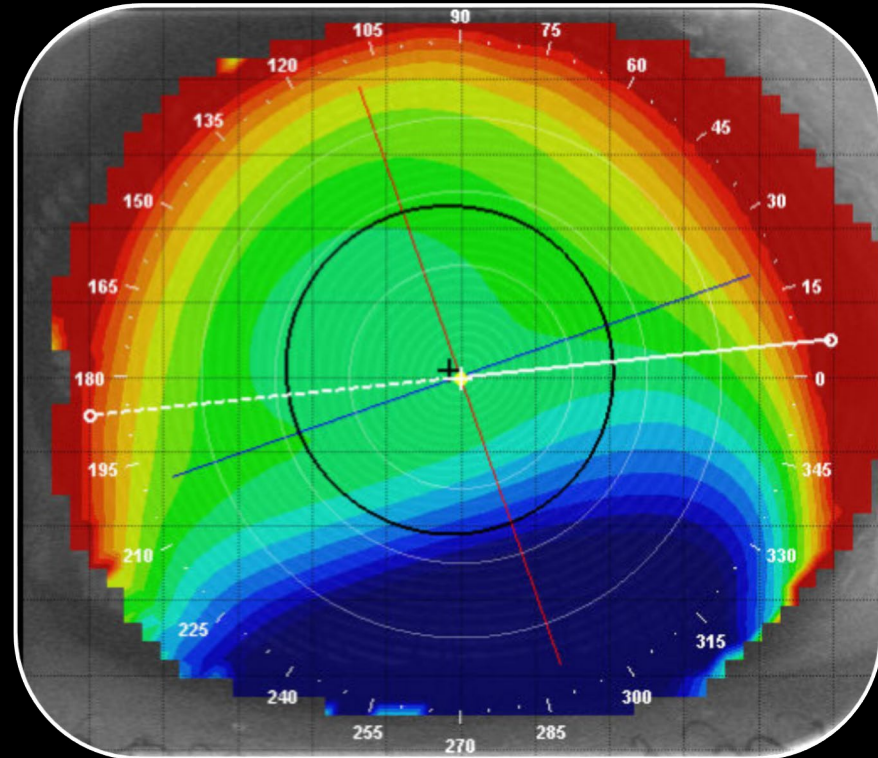




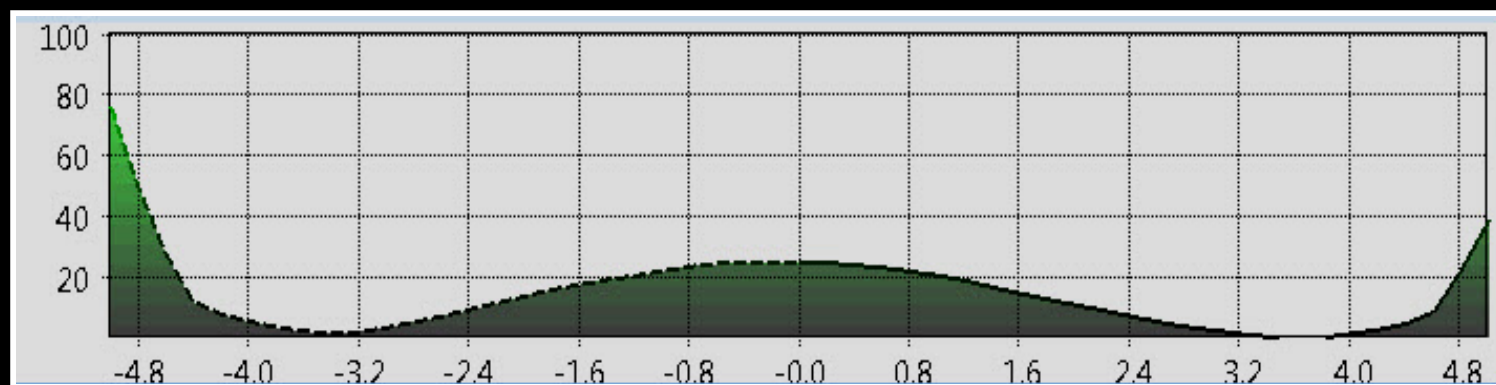
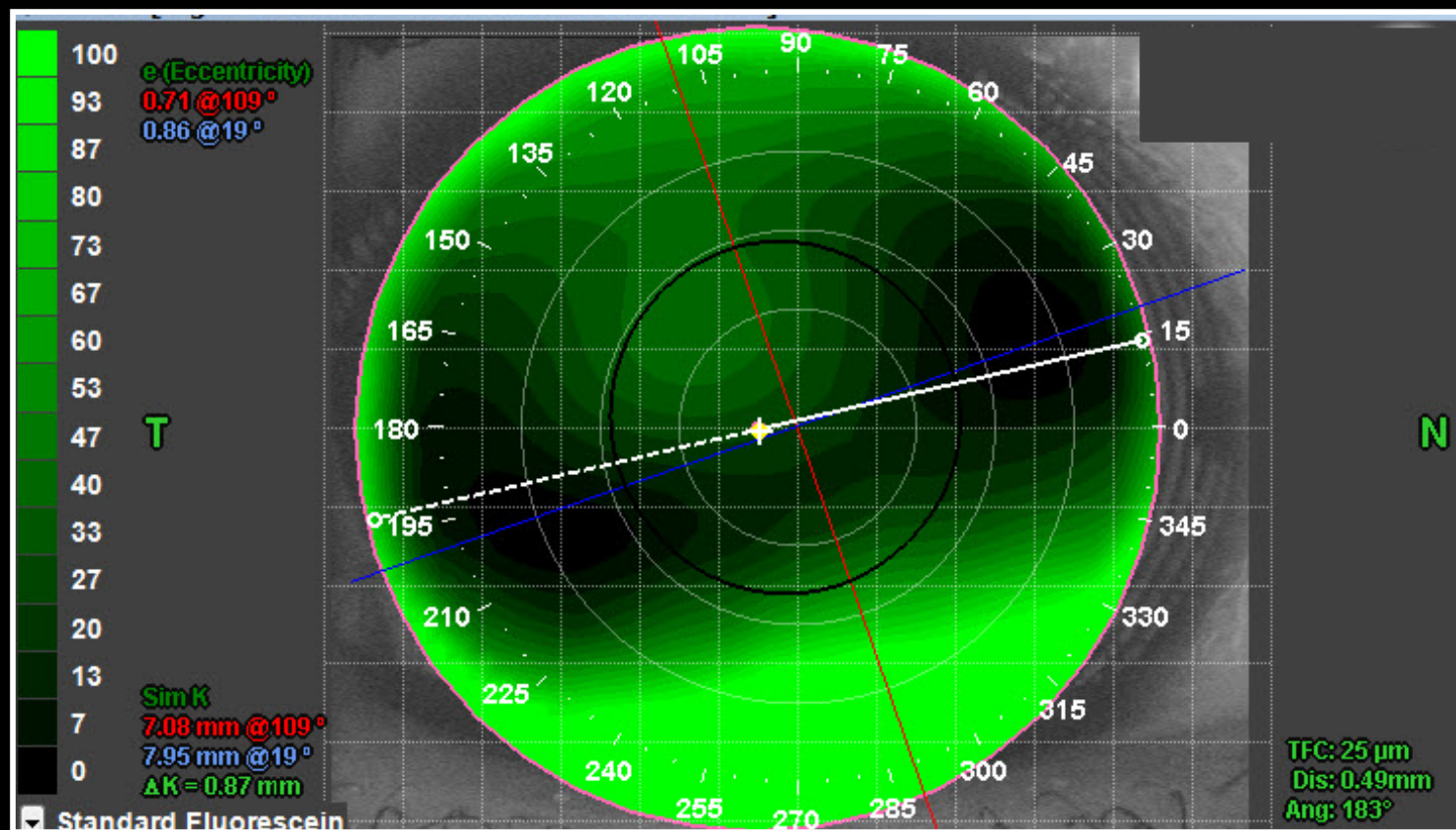
# Curvature versus Elevation



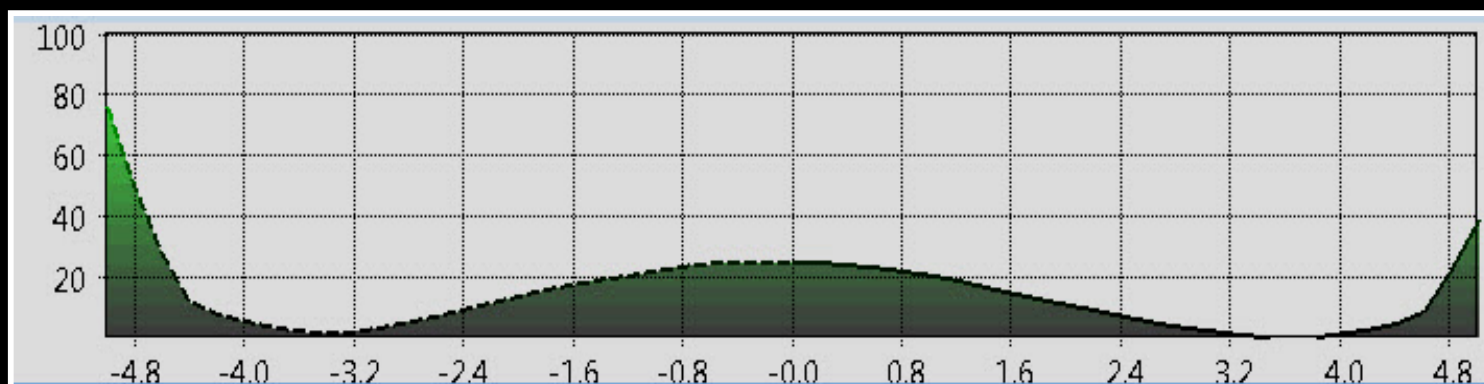
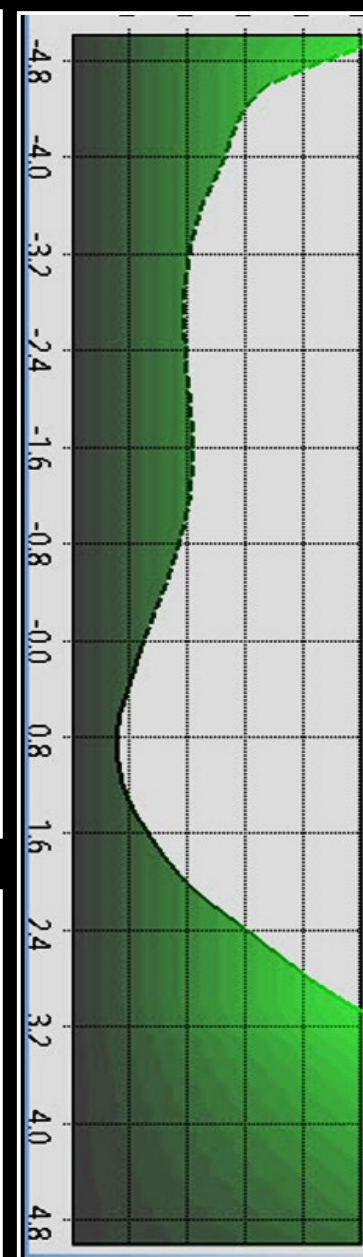
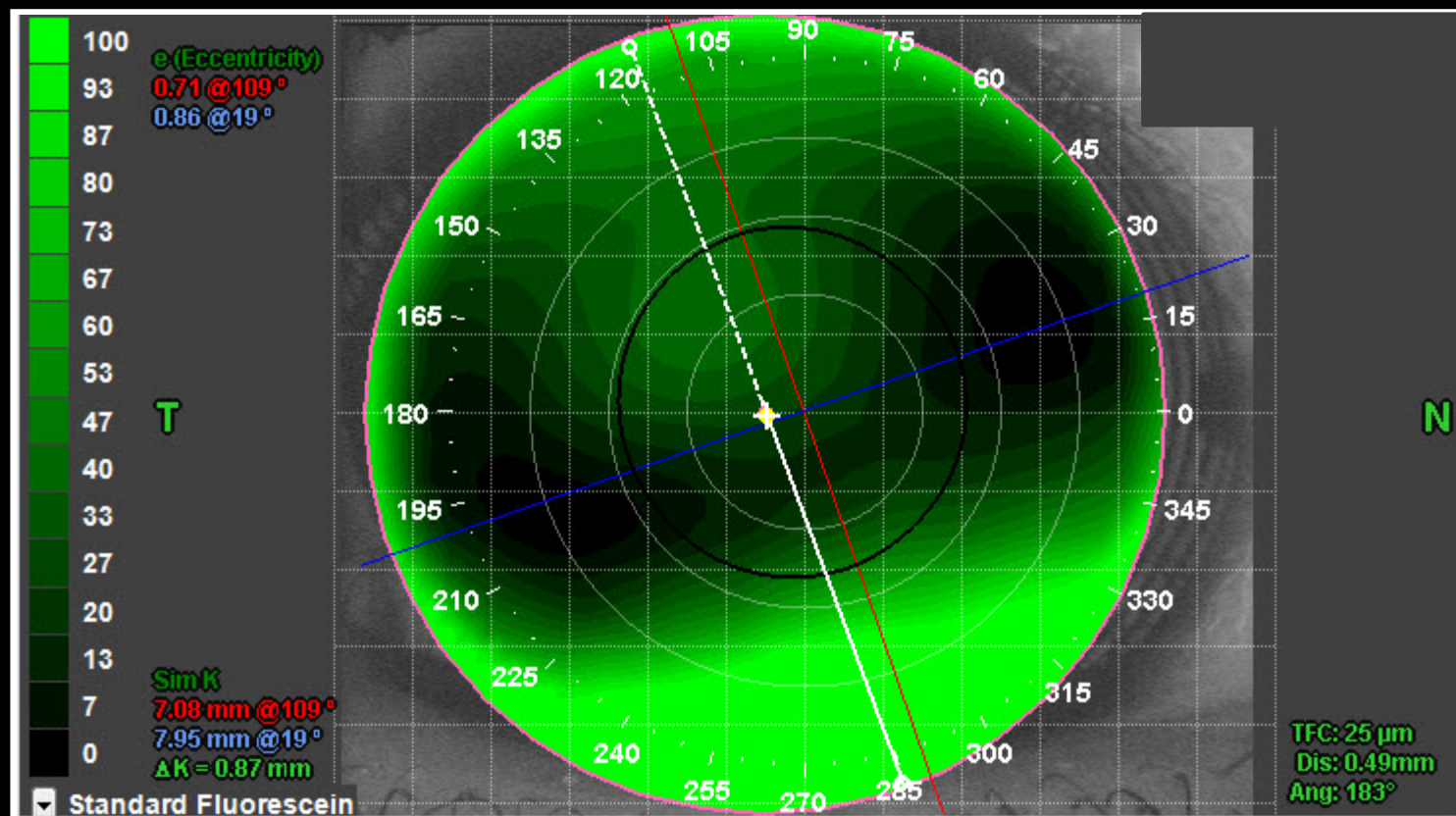
**Axial Display  
Power Map**

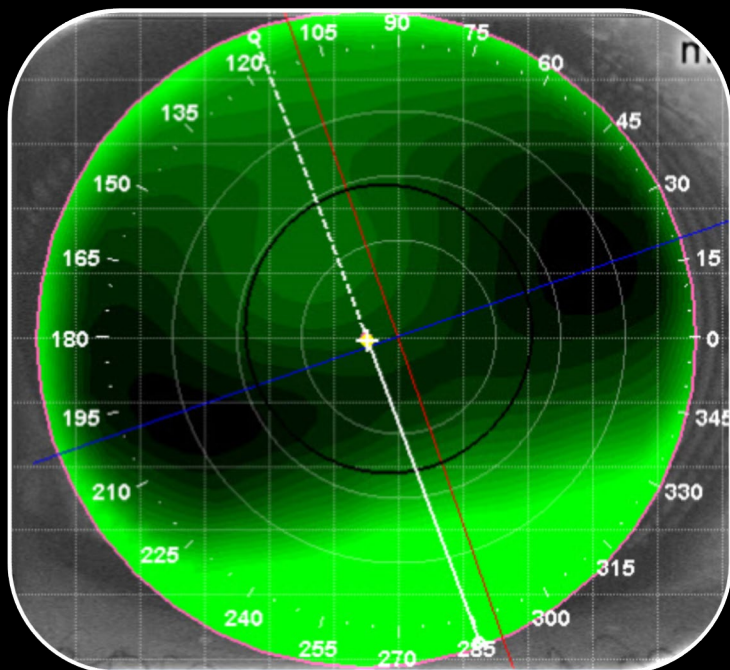
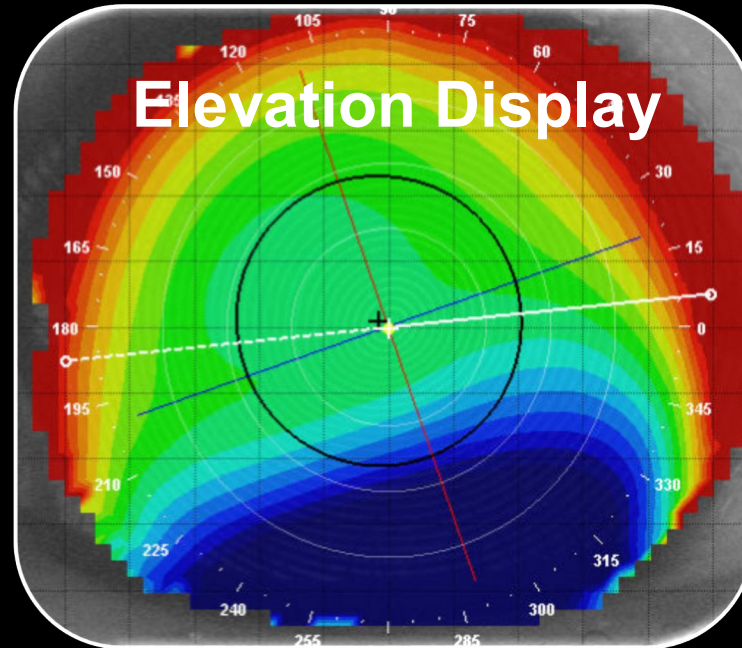
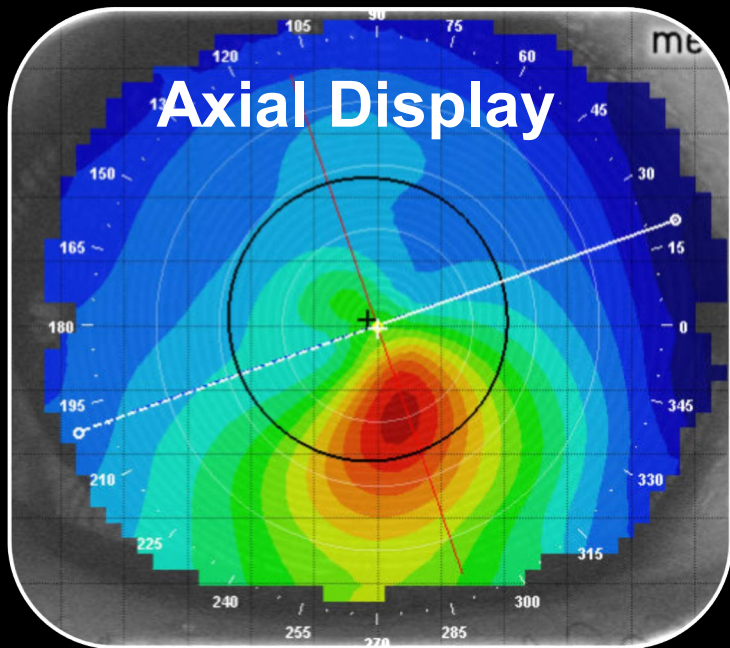


**Elevation Map  
Height Map**

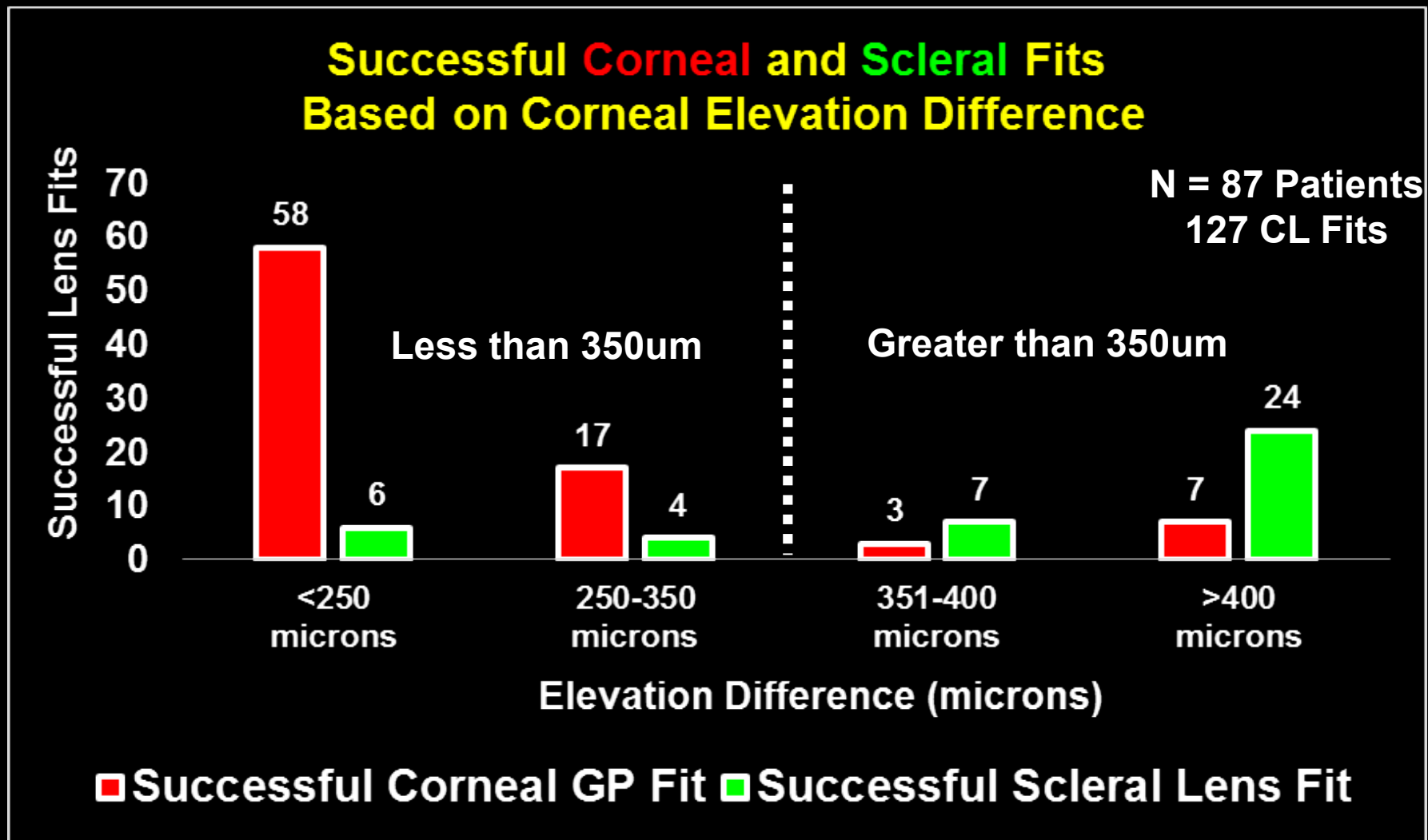






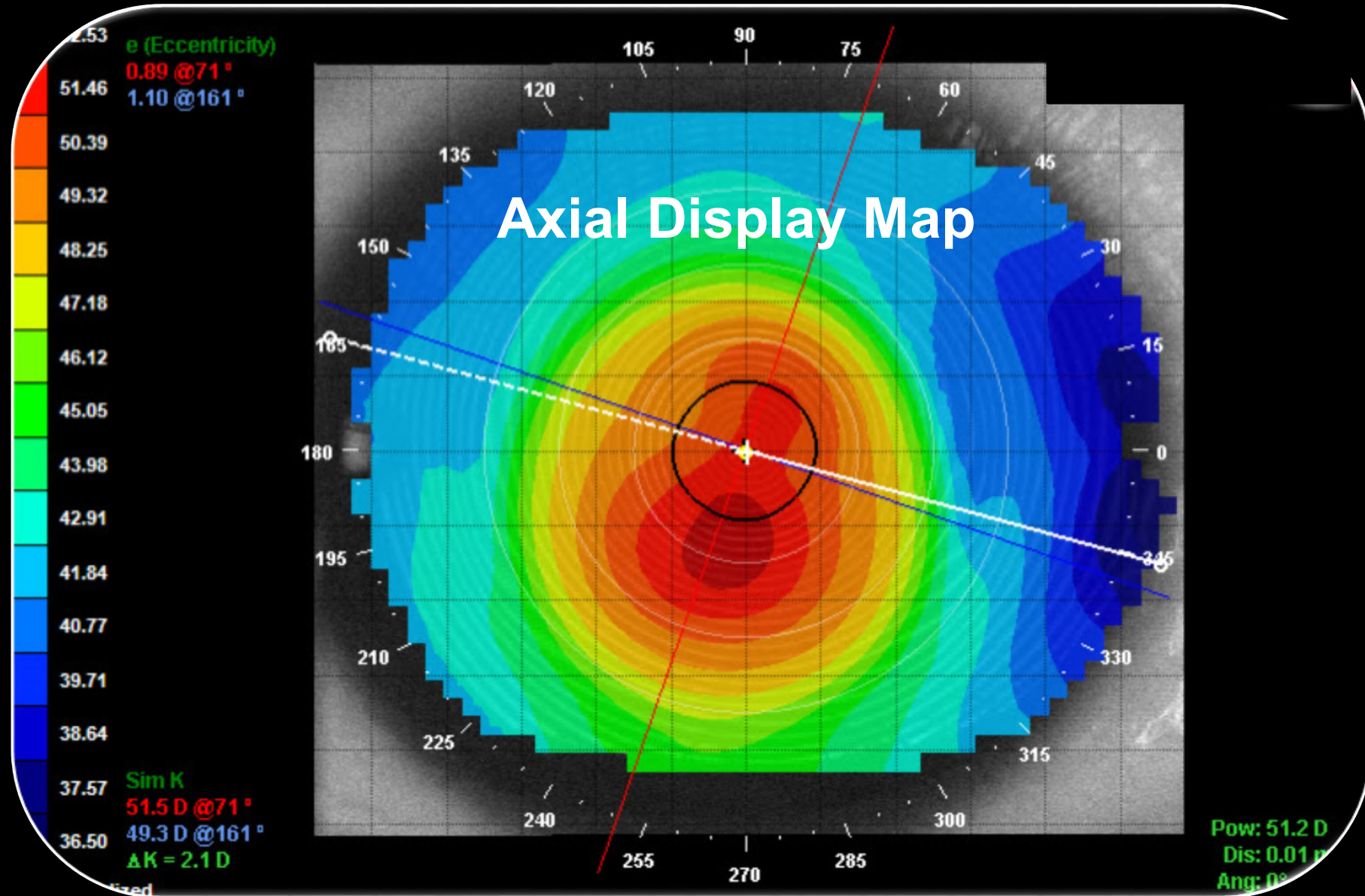




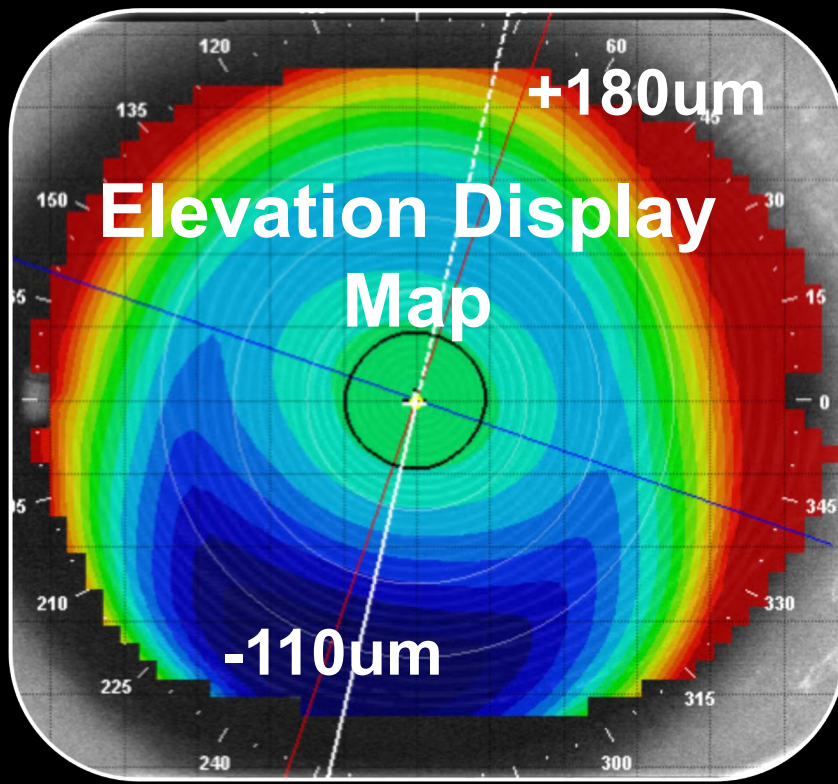


Patients with **350um or less** of corneal elevation difference (along the greatest meridian of change) have an **88.2%** chance of success with a corneal GP lens.

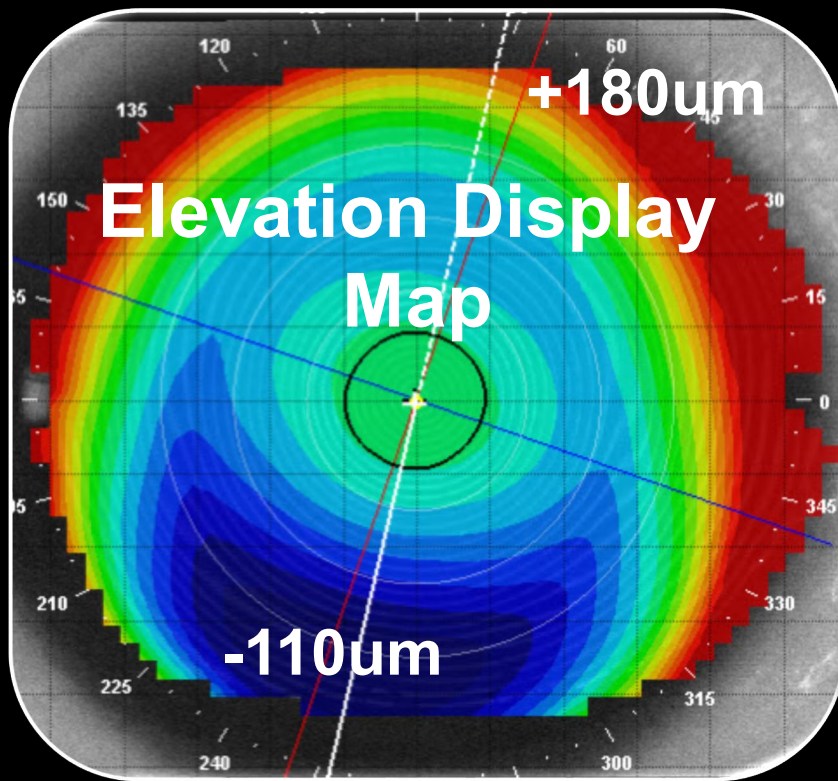
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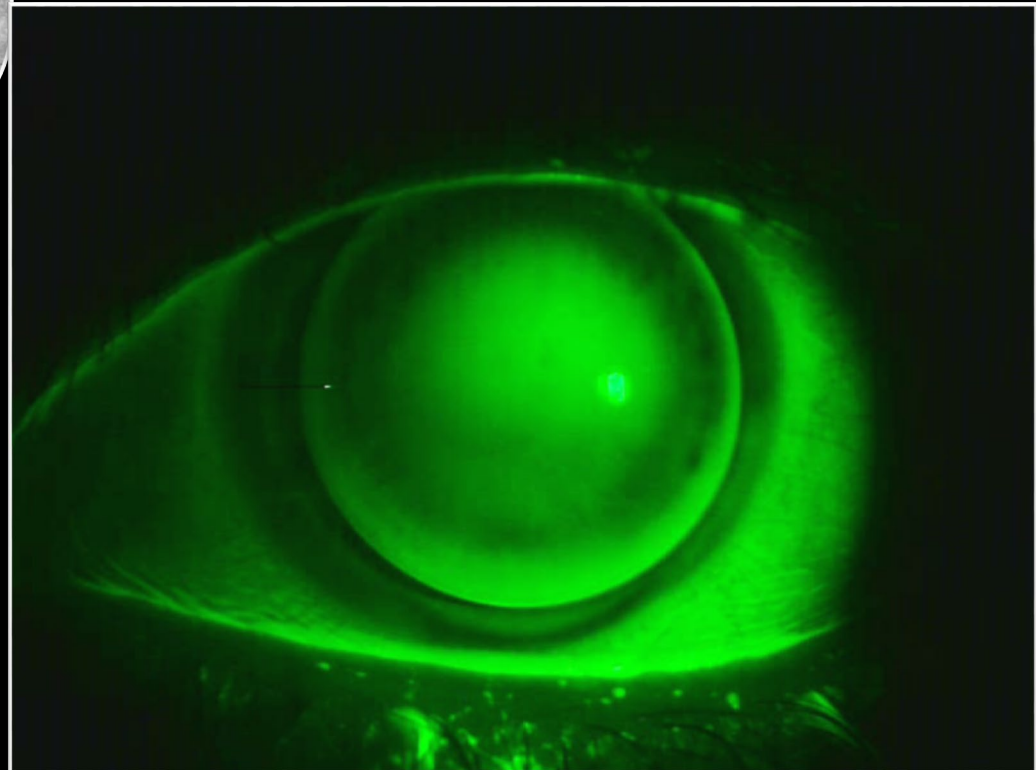




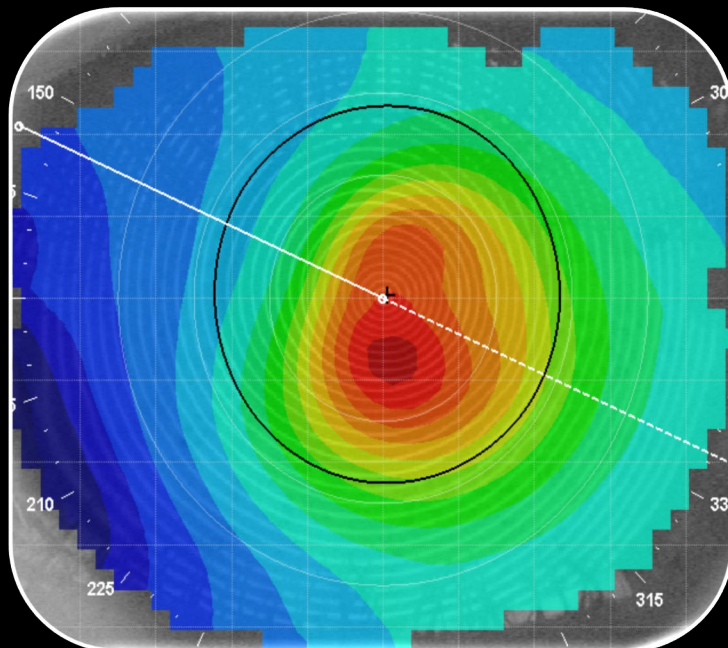
$$\begin{array}{r} +180 \\ -110 \\ \hline 290 \text{ microns} \end{array}$$



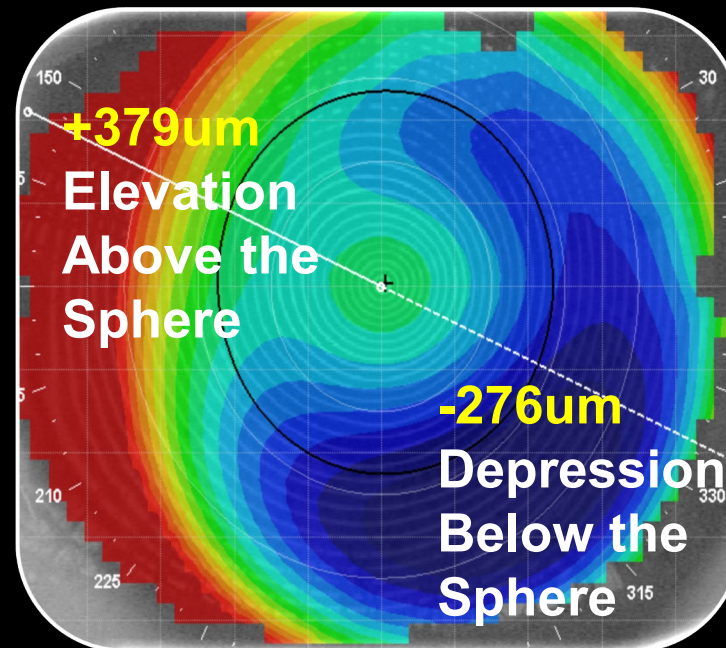
**+180**  
**-110**  
**290 microns**



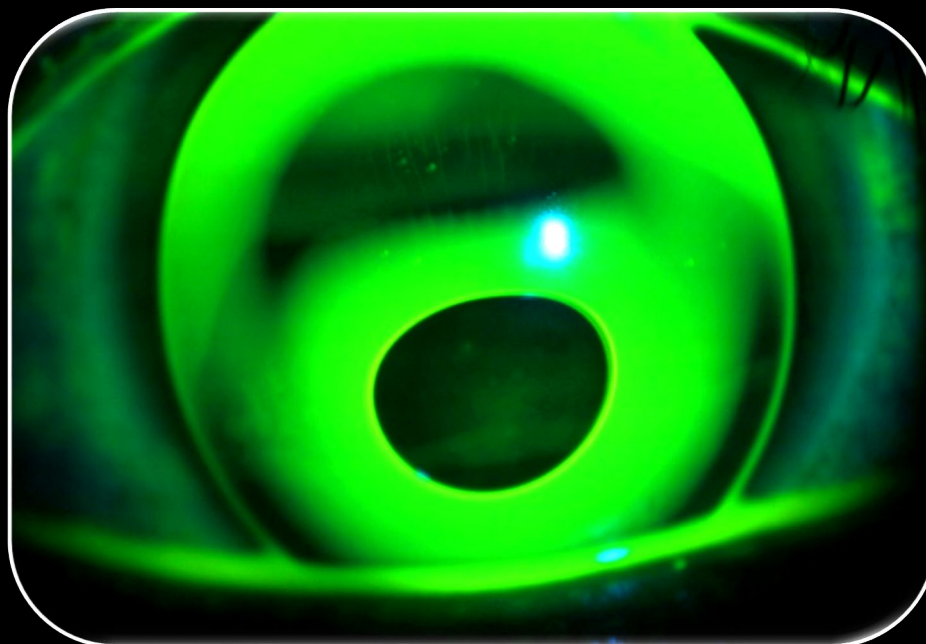


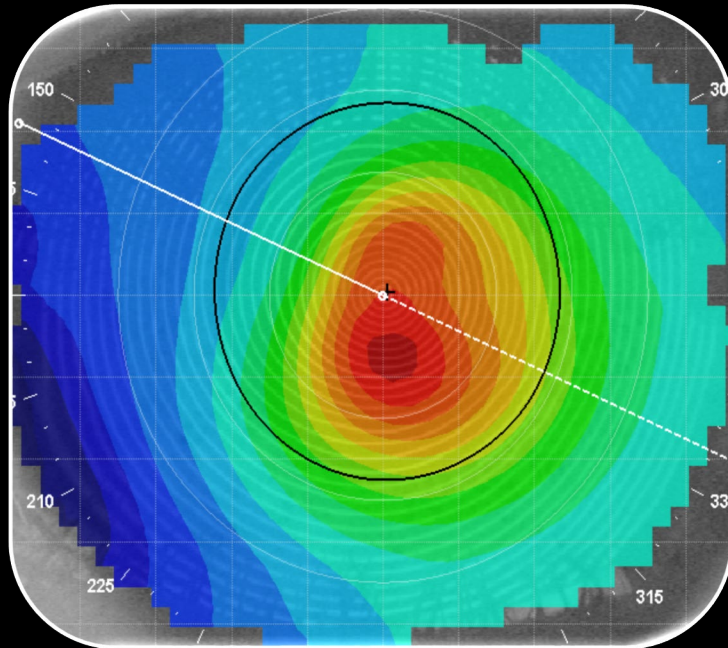


**+379**  
**- 276**  
**655**  
**Micron**  
**Height**  
**Differential**

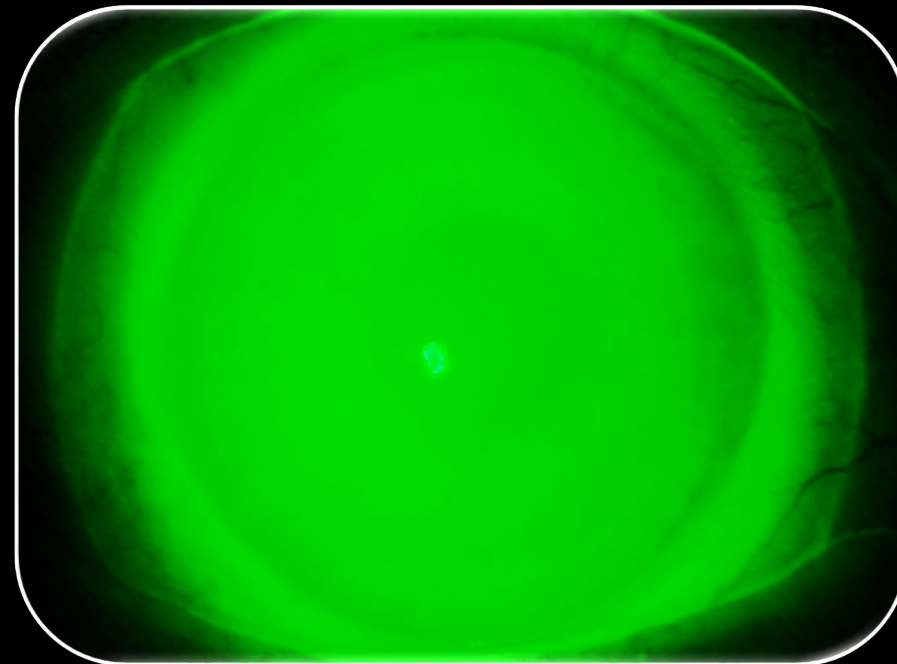
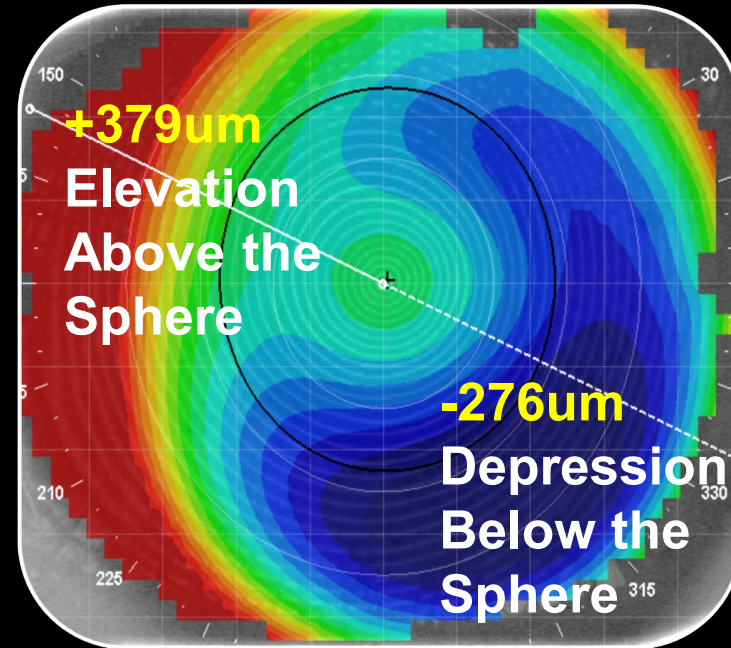


**+379um**  
**Elevation**  
**Above the**  
**Sphere**  
**-276um**  
**Depression**  
**Below the**  
**Sphere**



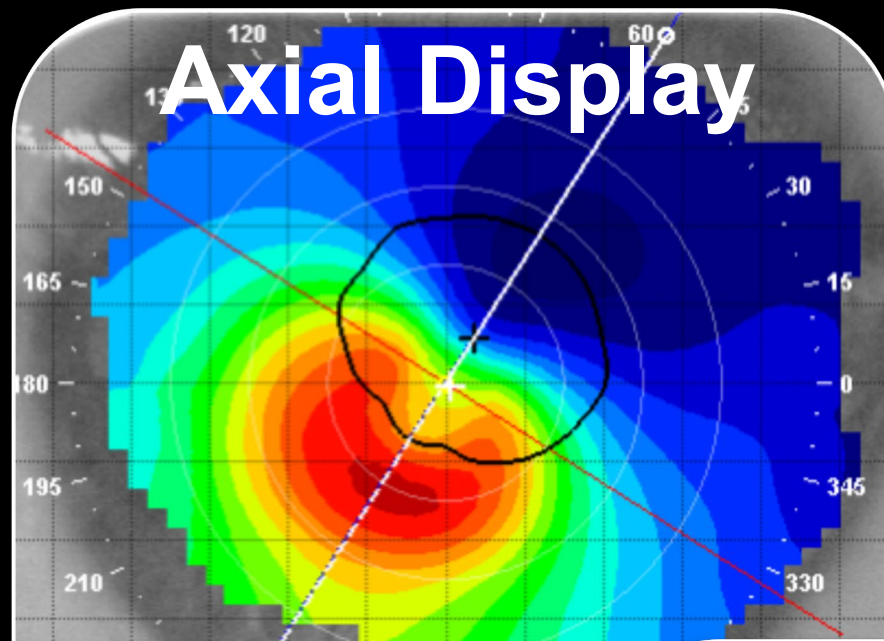


**+379**  
**- 276**  
**655**  
**Micron**  
**Height**  
**Differential**

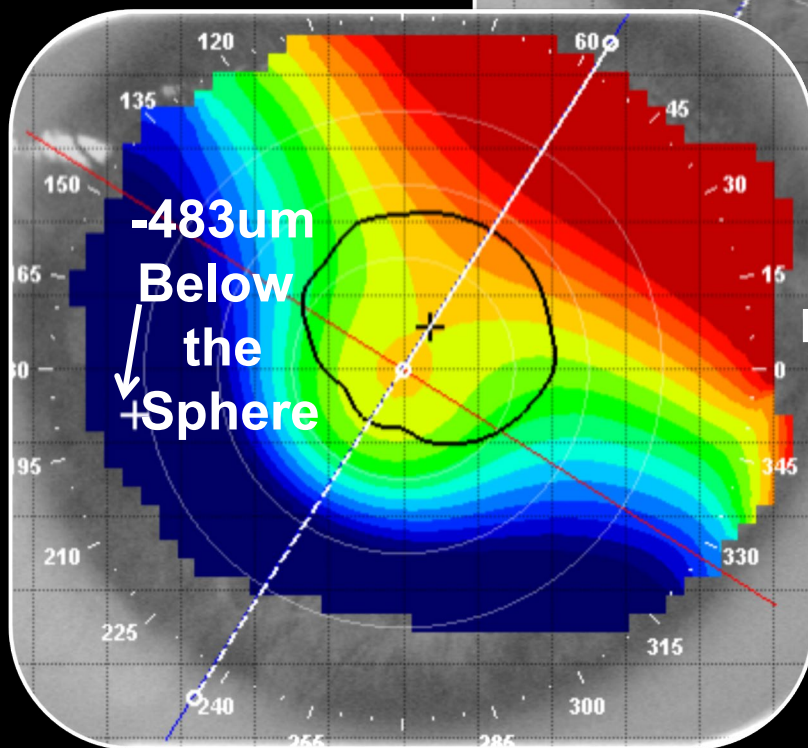




# Axial Display

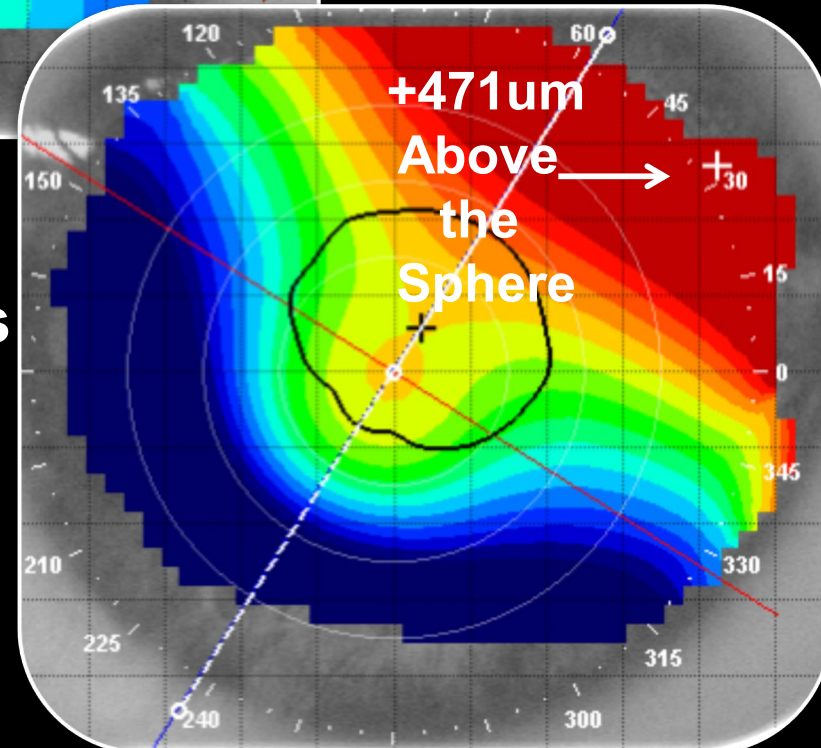


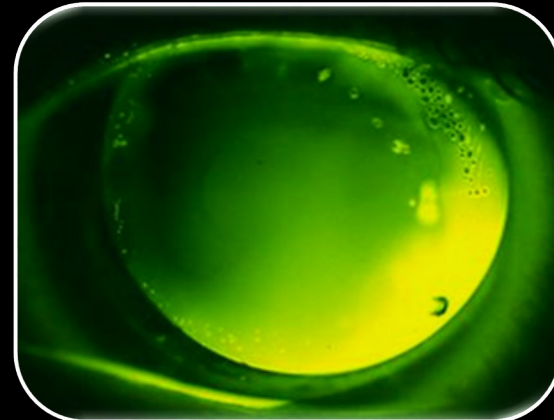
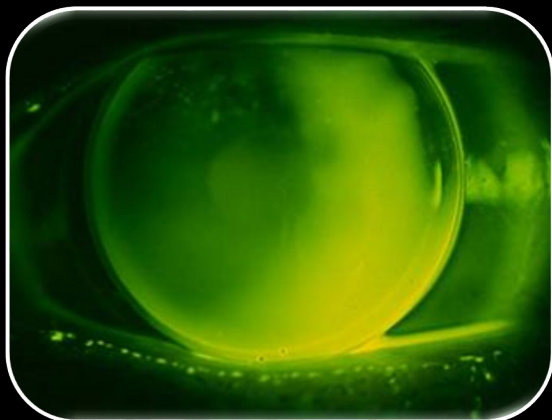
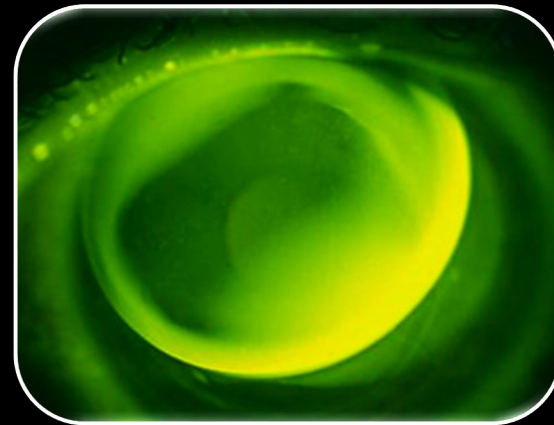
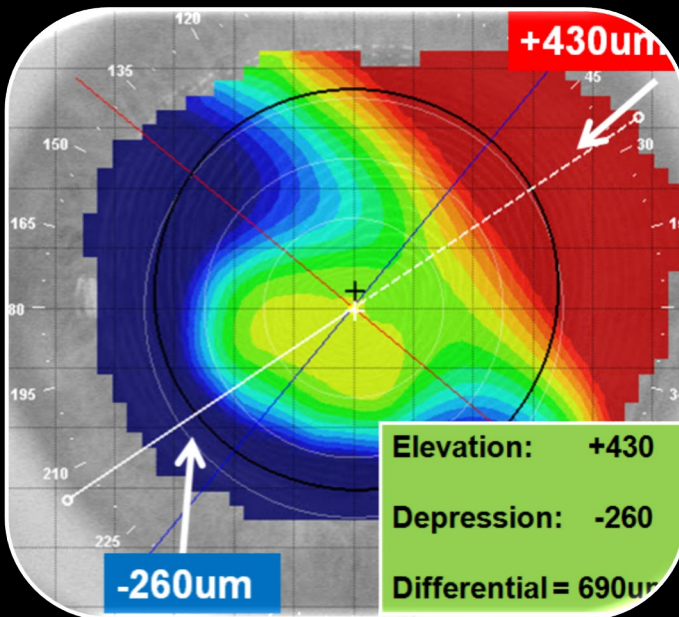
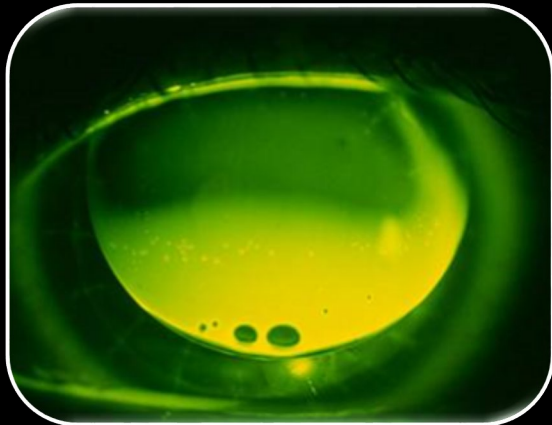
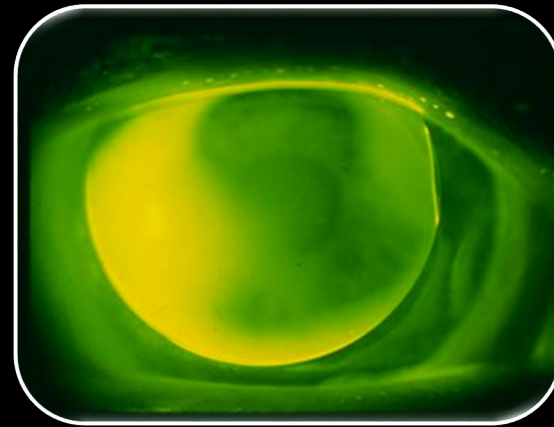
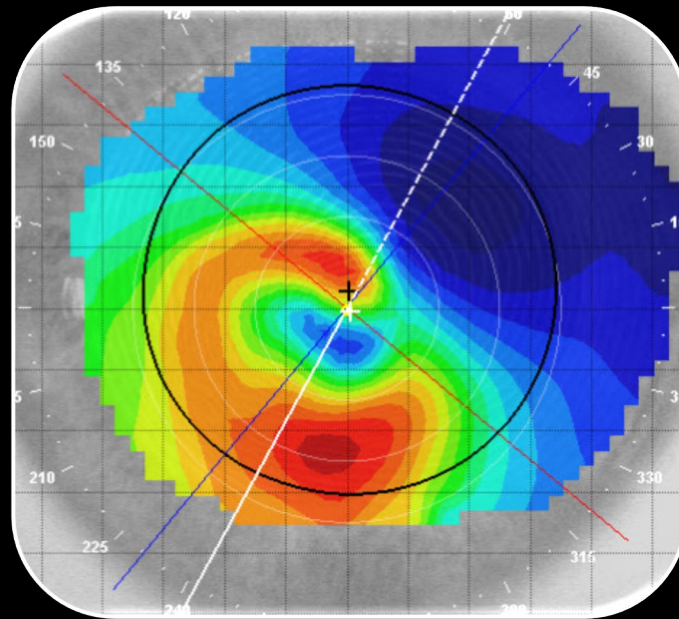
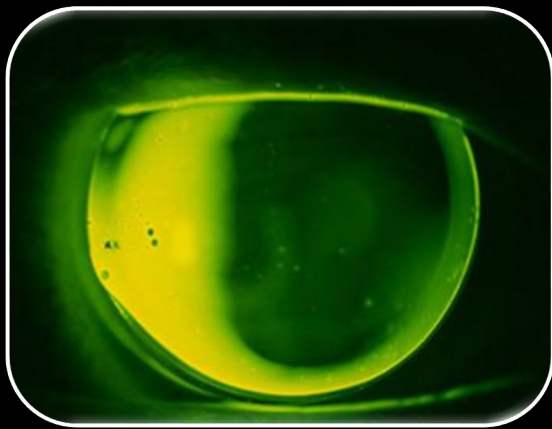
## Elevation Display



954  
microns

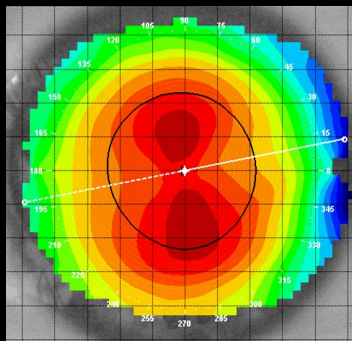
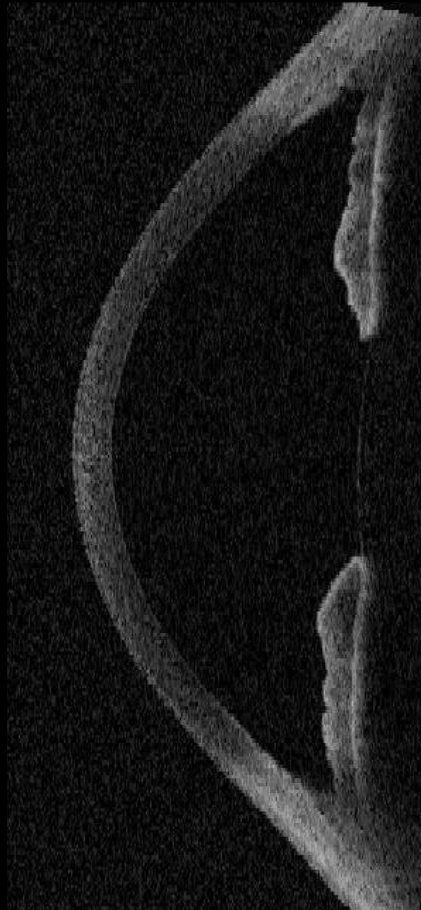
## Elevation Display



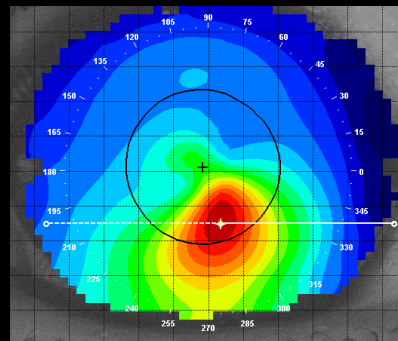
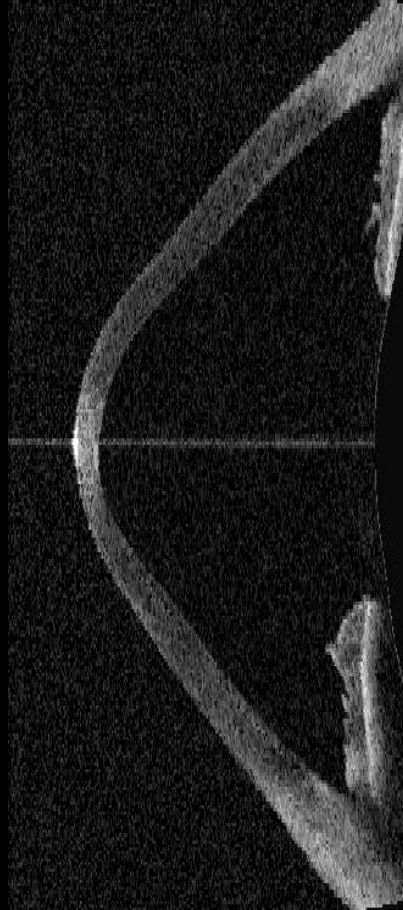




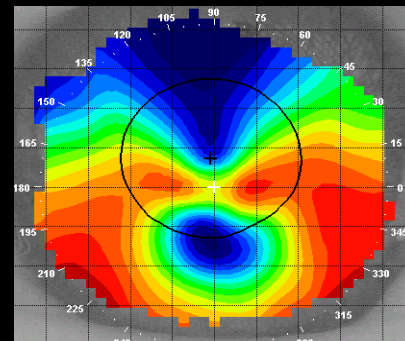
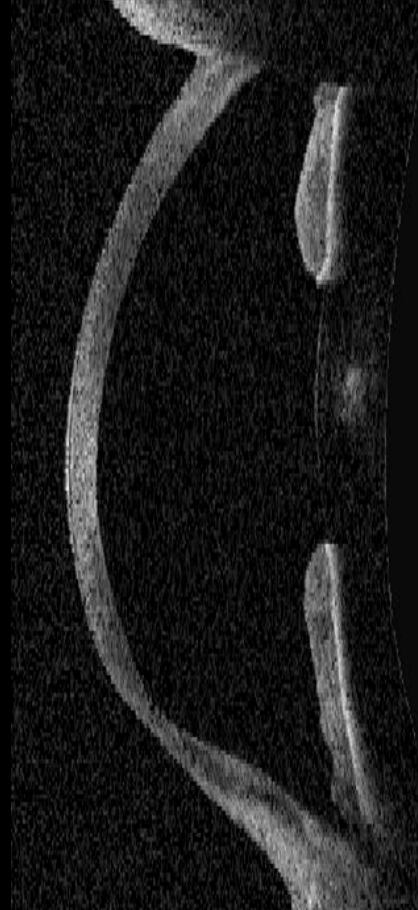
**Normal**



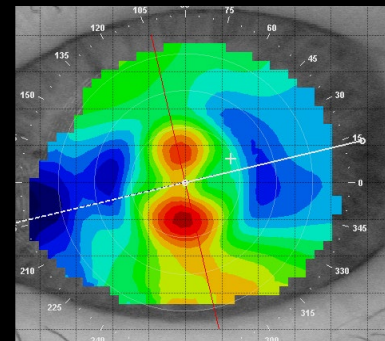
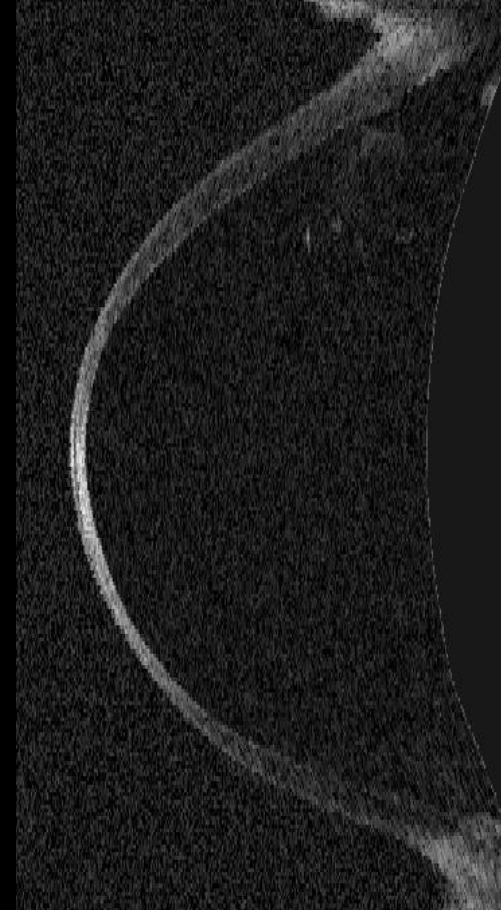
**Keratoconus**



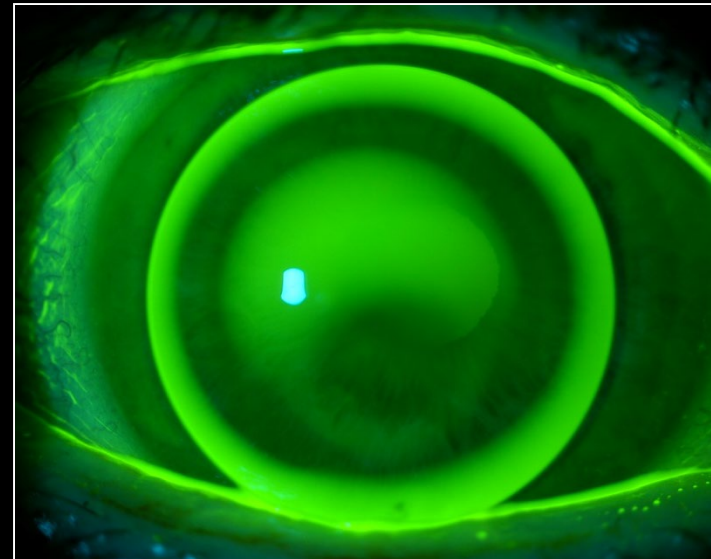
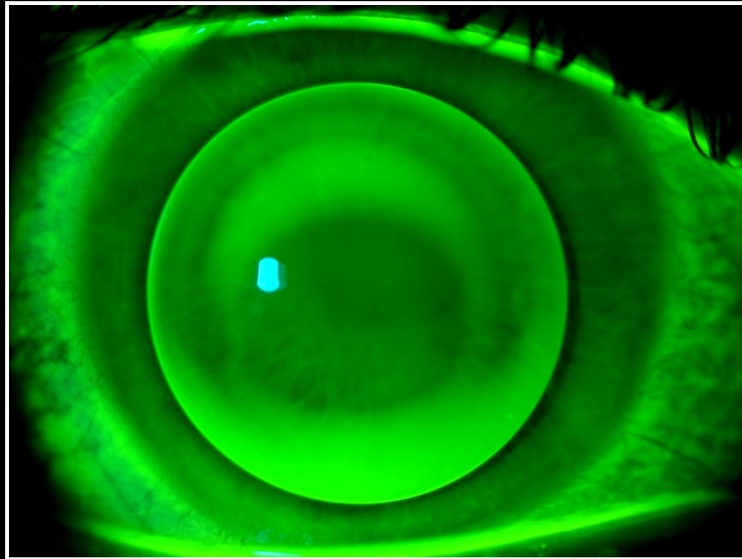
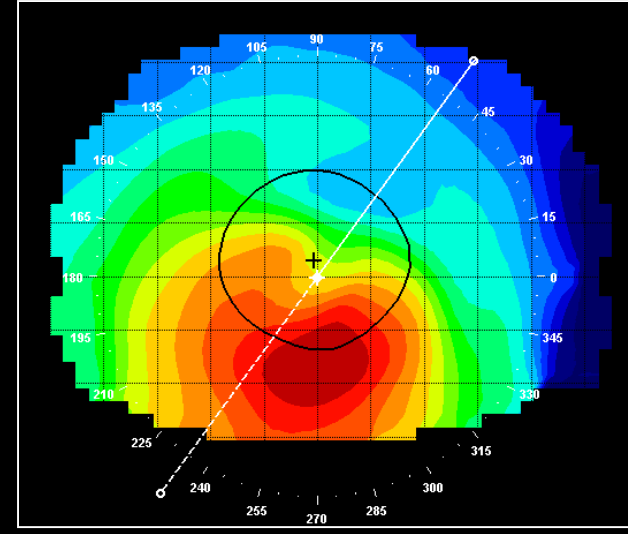
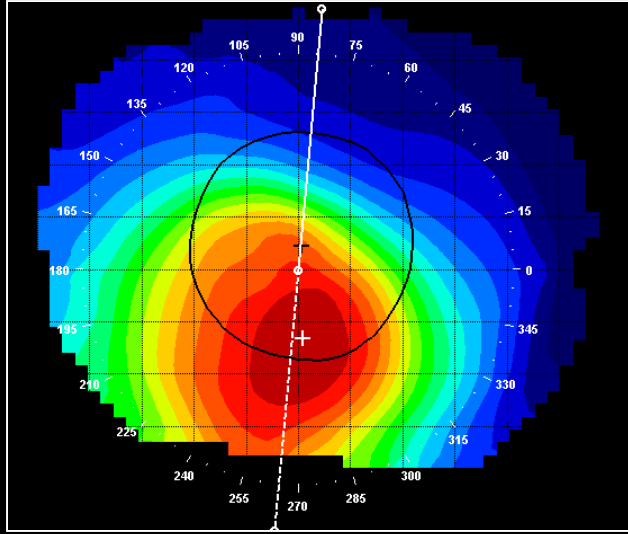
**PMD**



**Keratoglobus**

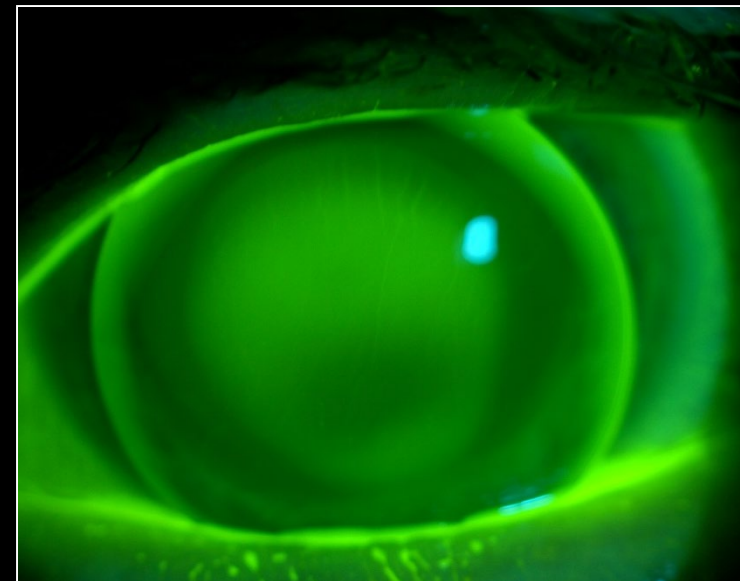
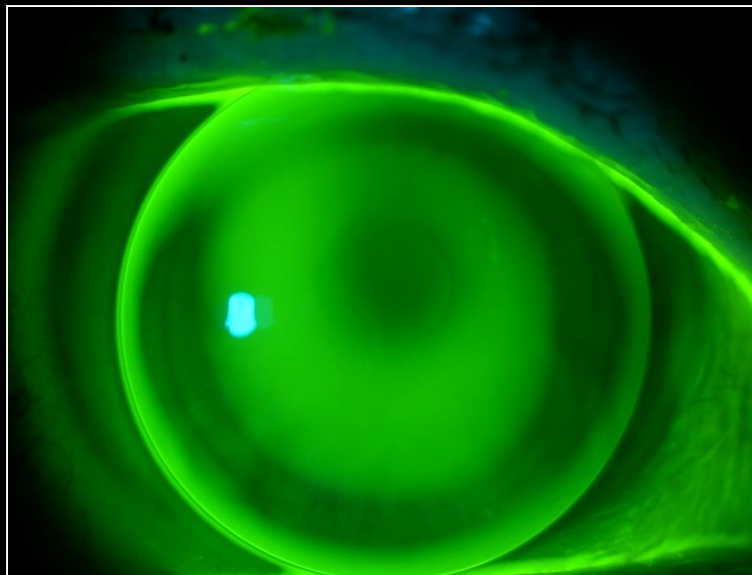
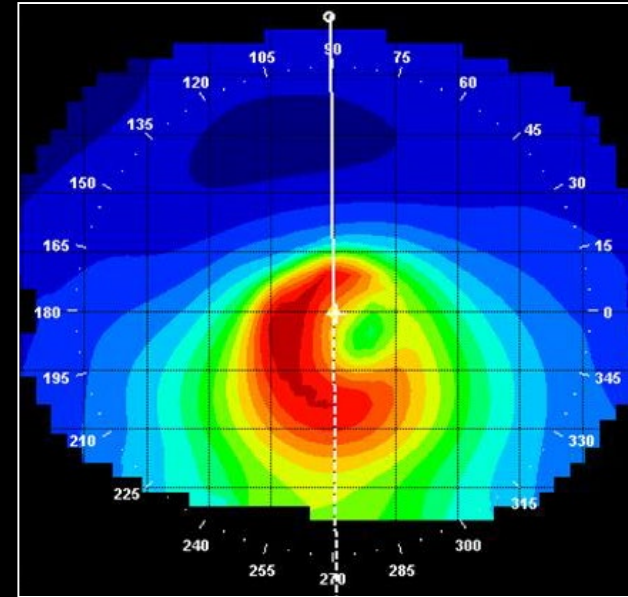
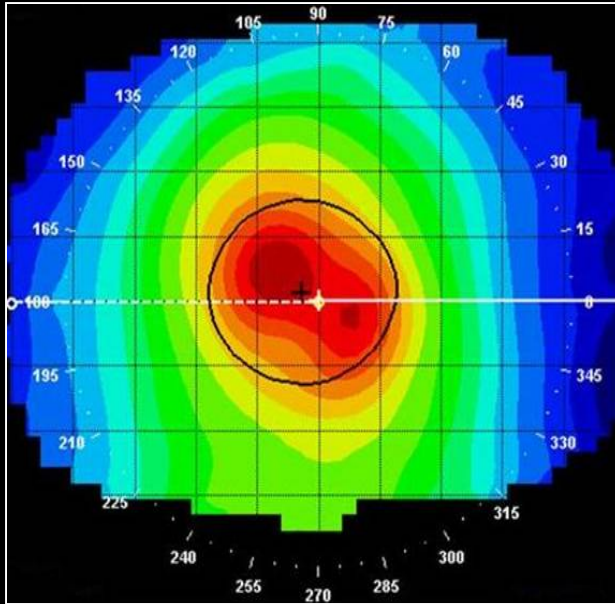


# Traditional Keratoconus Lens Design





# Aspheric Keratoconus Lens Design



# Diagnostic Fitting

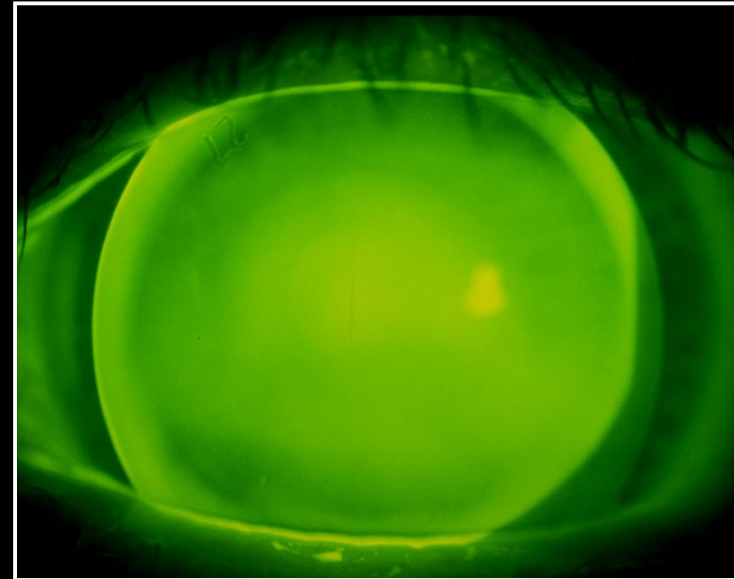
## Aspheric Keratoconus Design

*Initial Base Curve fit  
on “Steep K” reading*

1. centration
2. central clearance

*Example:*

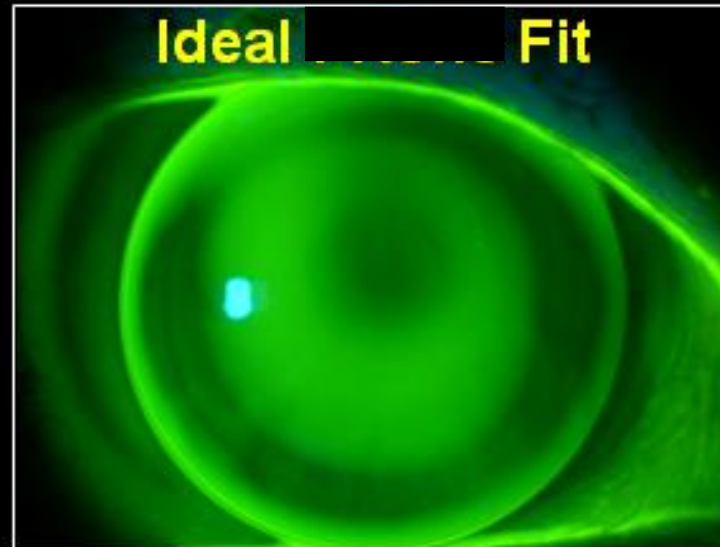
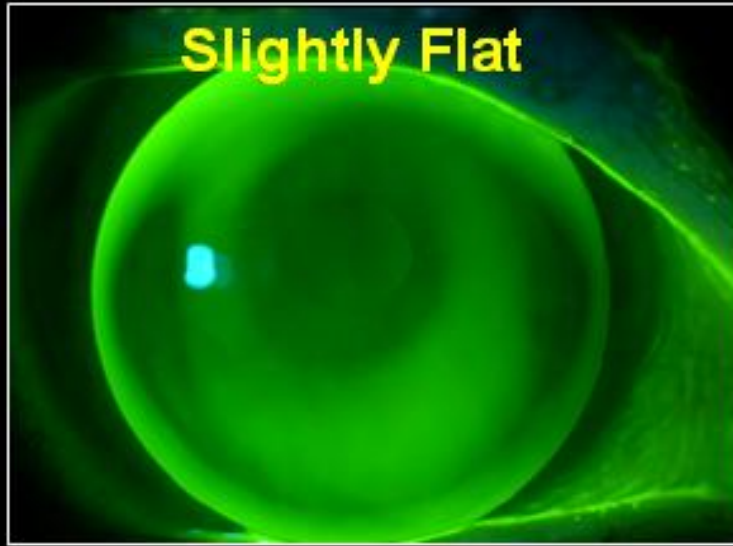
K's 53.75 / 56.50 @ 47



*5.92 mm (57.00 D)  
10.4 mm diameter*

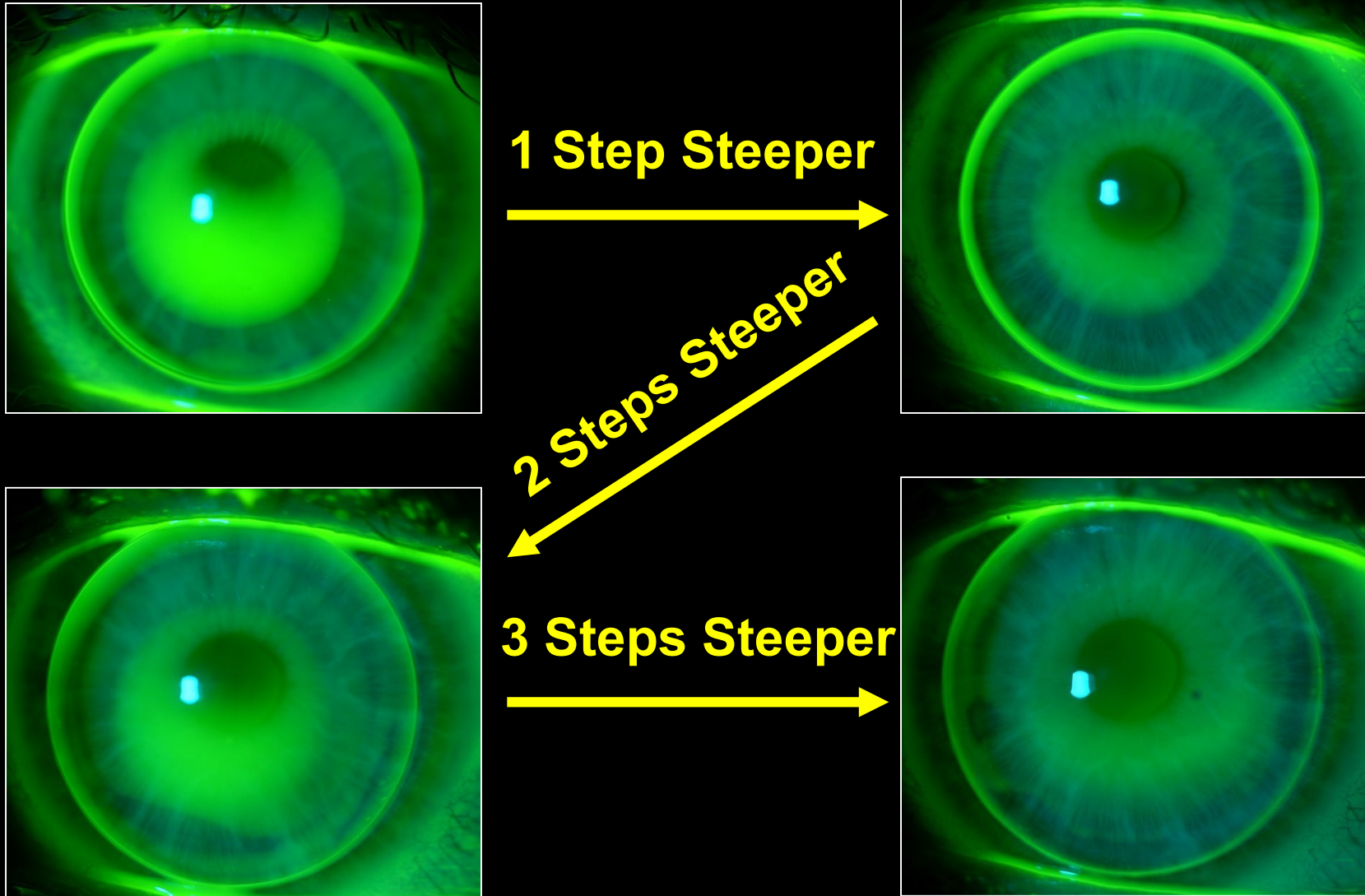


# Aspheric Keratoconus Lens Design



# Aspheric Keratoconus Lens Design

## Effect of Peripheral Curve



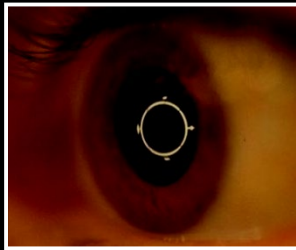


# **Advantages Aspheric Keratoconus Lens Design**

- **Aspheric Optics**
  - **Controls spherical aberration**
  - **Reduces lens mass**
- **Larger Diameter**
  - **Distributes weight more evenly across the corneal surface**
  - **Reduces glare / halos**
  - **Improves lens stability**

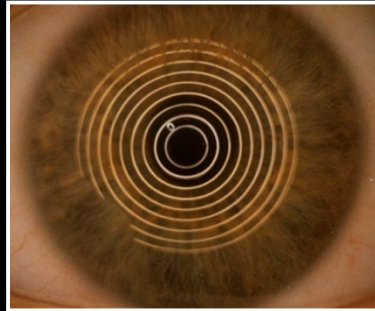
# Instrument Evolution

**Keratometry**



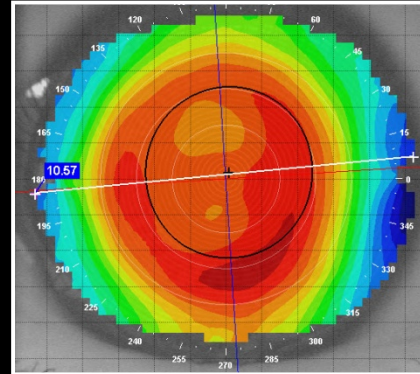
**3.0 mm**

**Photokeratometry**



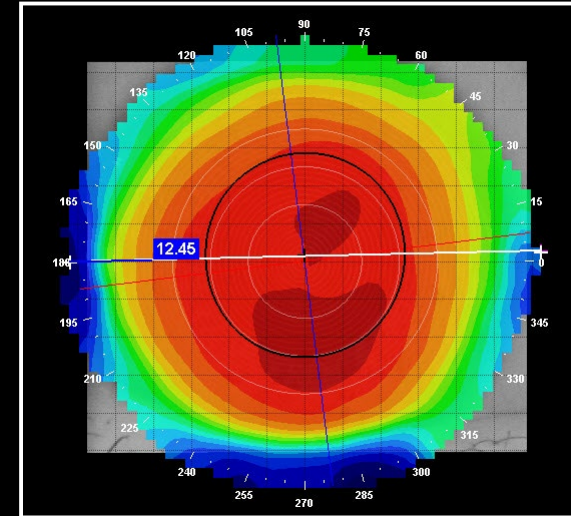
**8.0 mm**

**Videokeratography**



**10.0 mm**

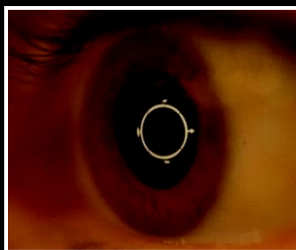
**Composite Corneal Topography**



**12.0 mm**

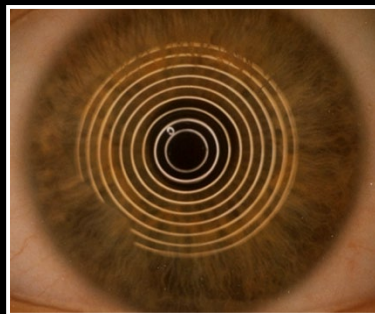


**Keratometry**



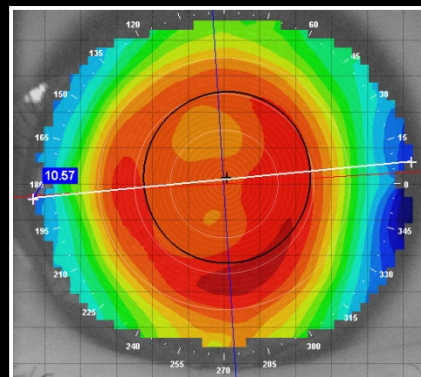
**3.0 mm**

**Photokeratoscopy**



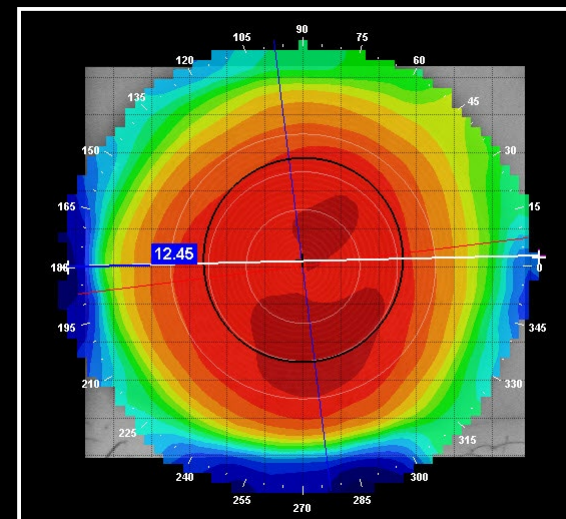
**8.0 mm**

**Videokeratography**



**10.0 mm**

**Composite Corneal Topography**



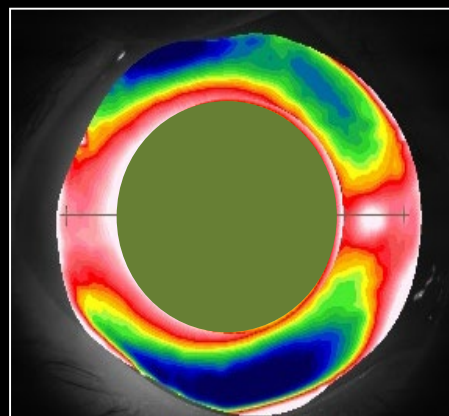
**12.0 mm**

**OCT**



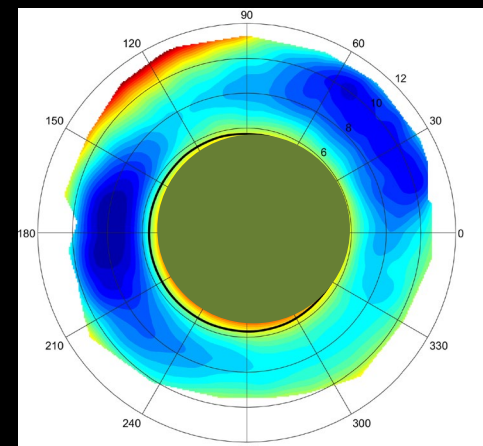
**16.0 mm**

**Eaglet**



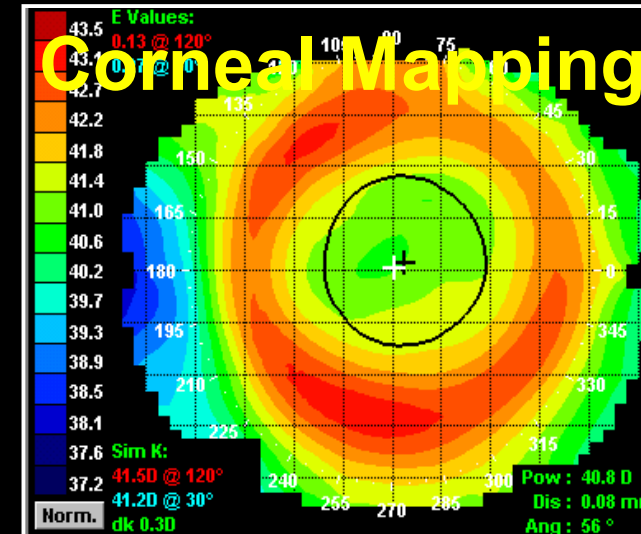
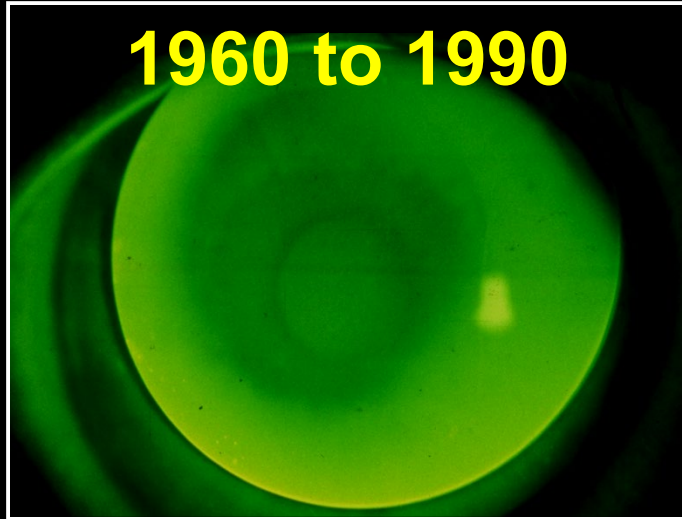
**20.0 mm**

**sMap 3D**



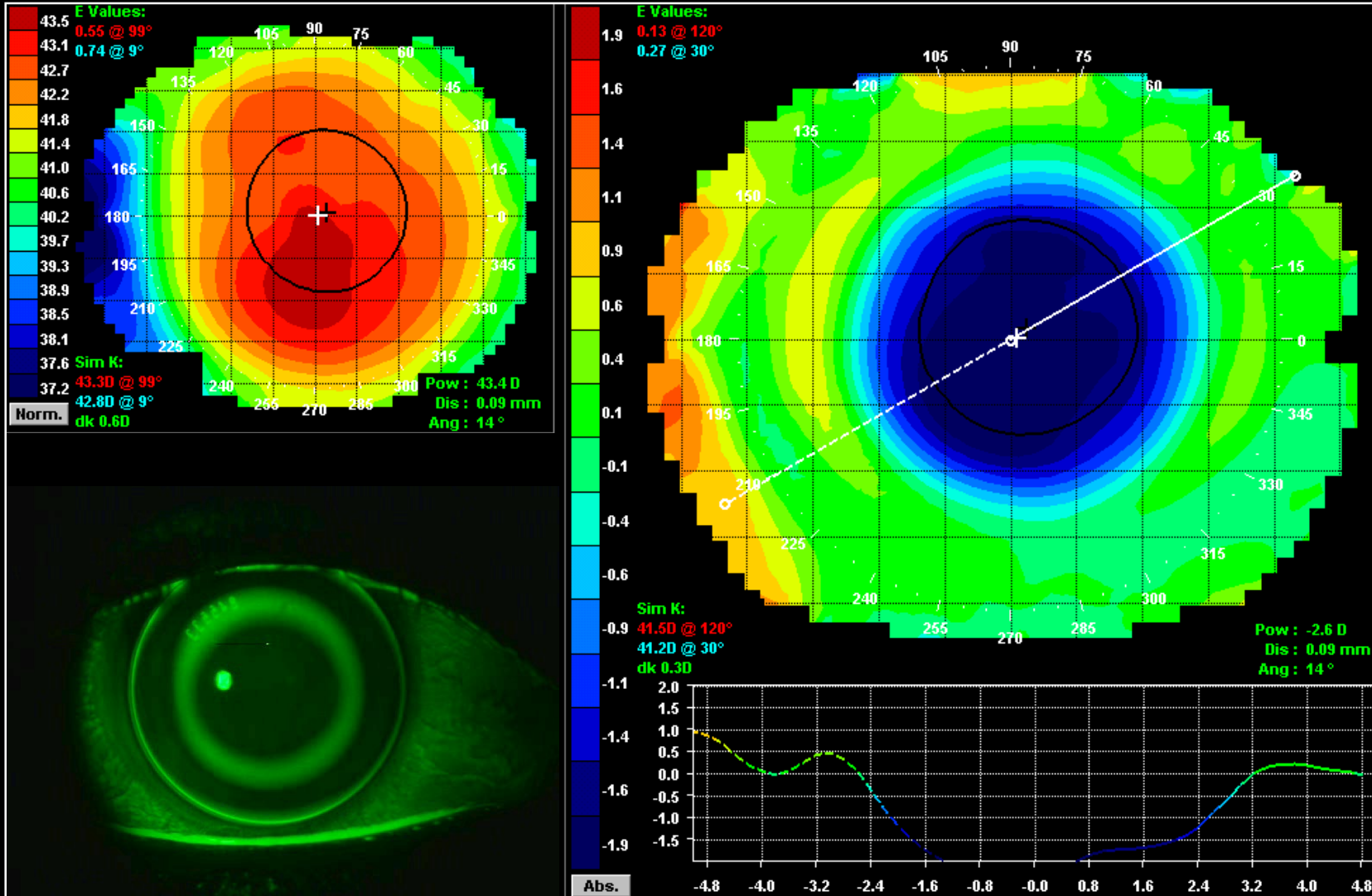
**22.0 mm**

# Evolution of Orthokeratology



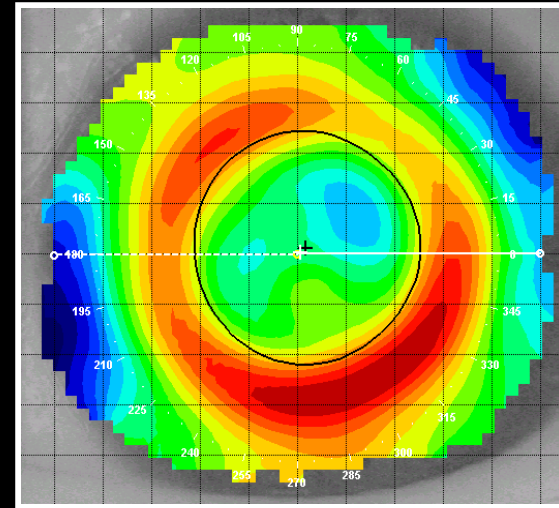
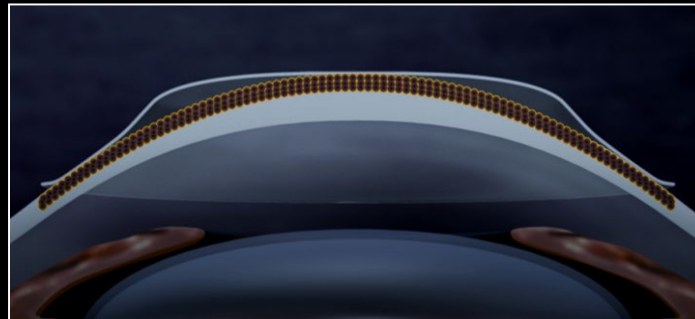
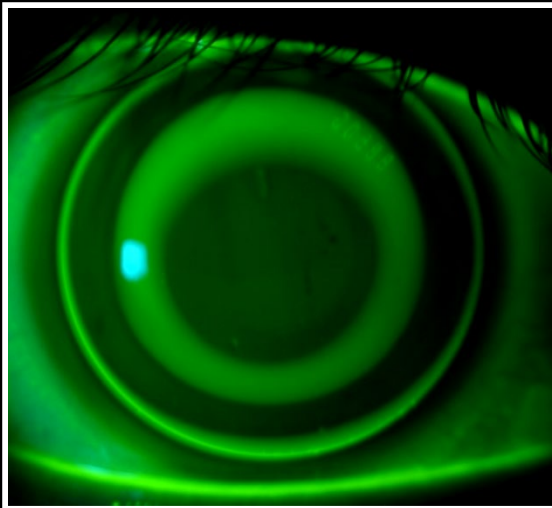


# Orthokeratology

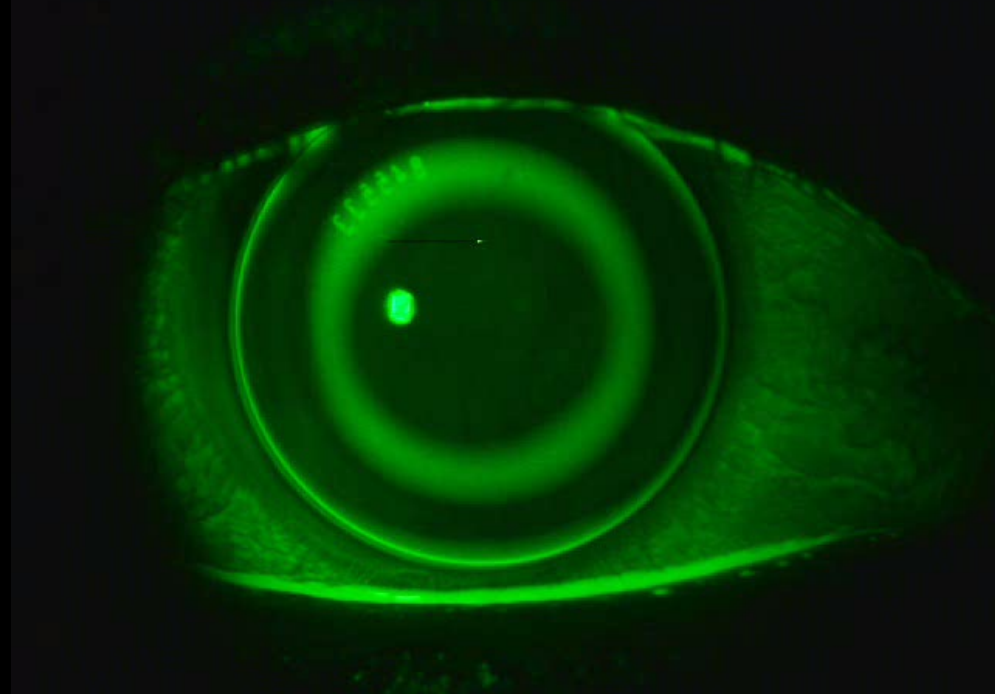


# Orthokeratology

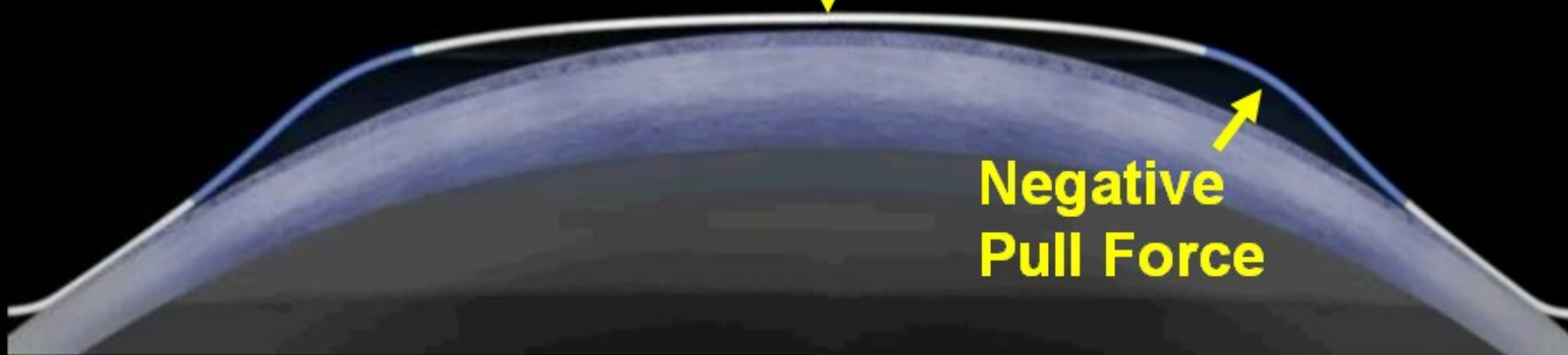
- Reverse geometry lens designs.
- Stable, high Dk lens materials.
- Overnight reshaping modality.
- Instruments for detailed topographic analysis.
- Improved fitting techniques.
- Greater understanding as to how OK works.





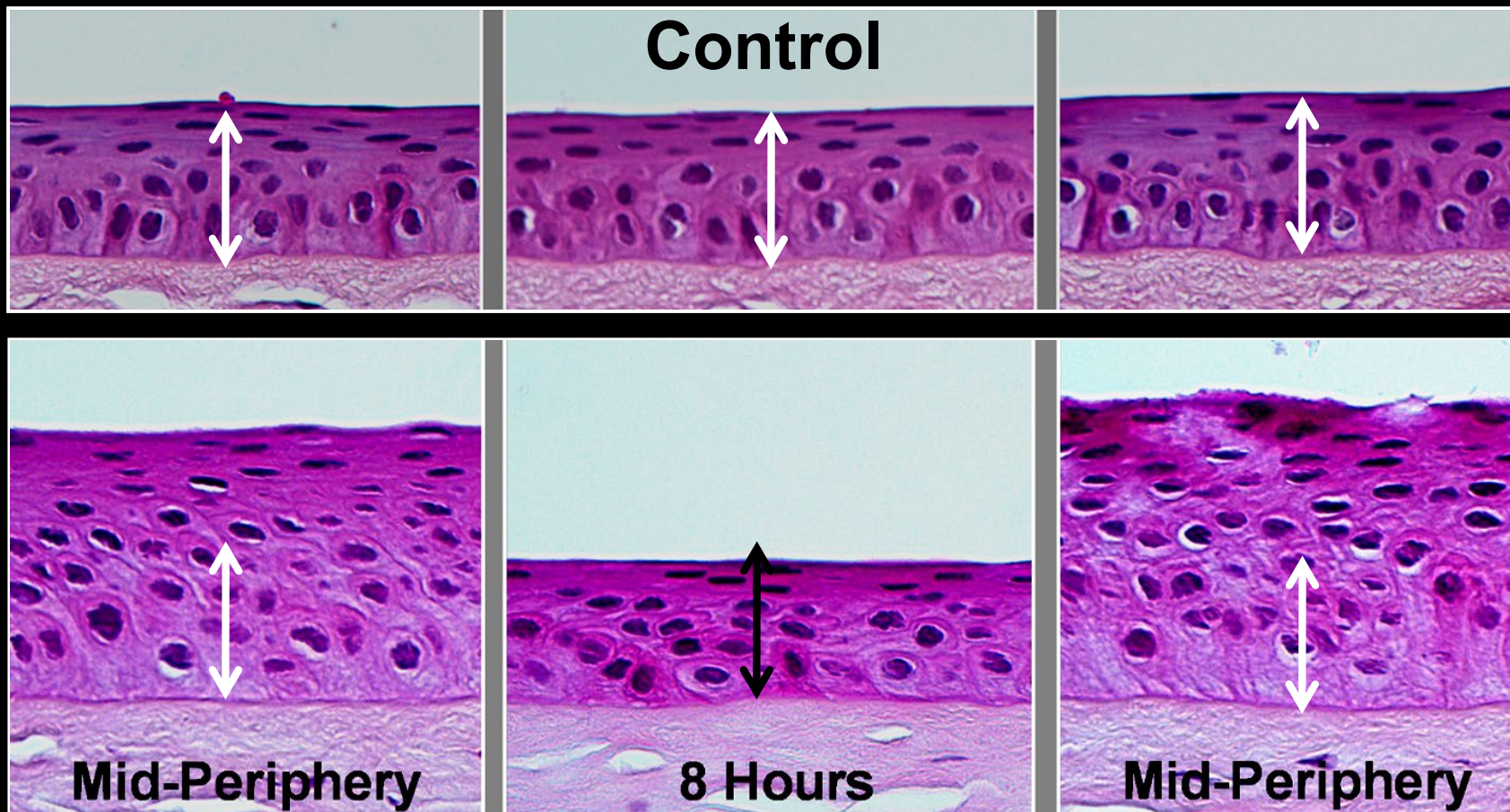


**Positive Push Force**



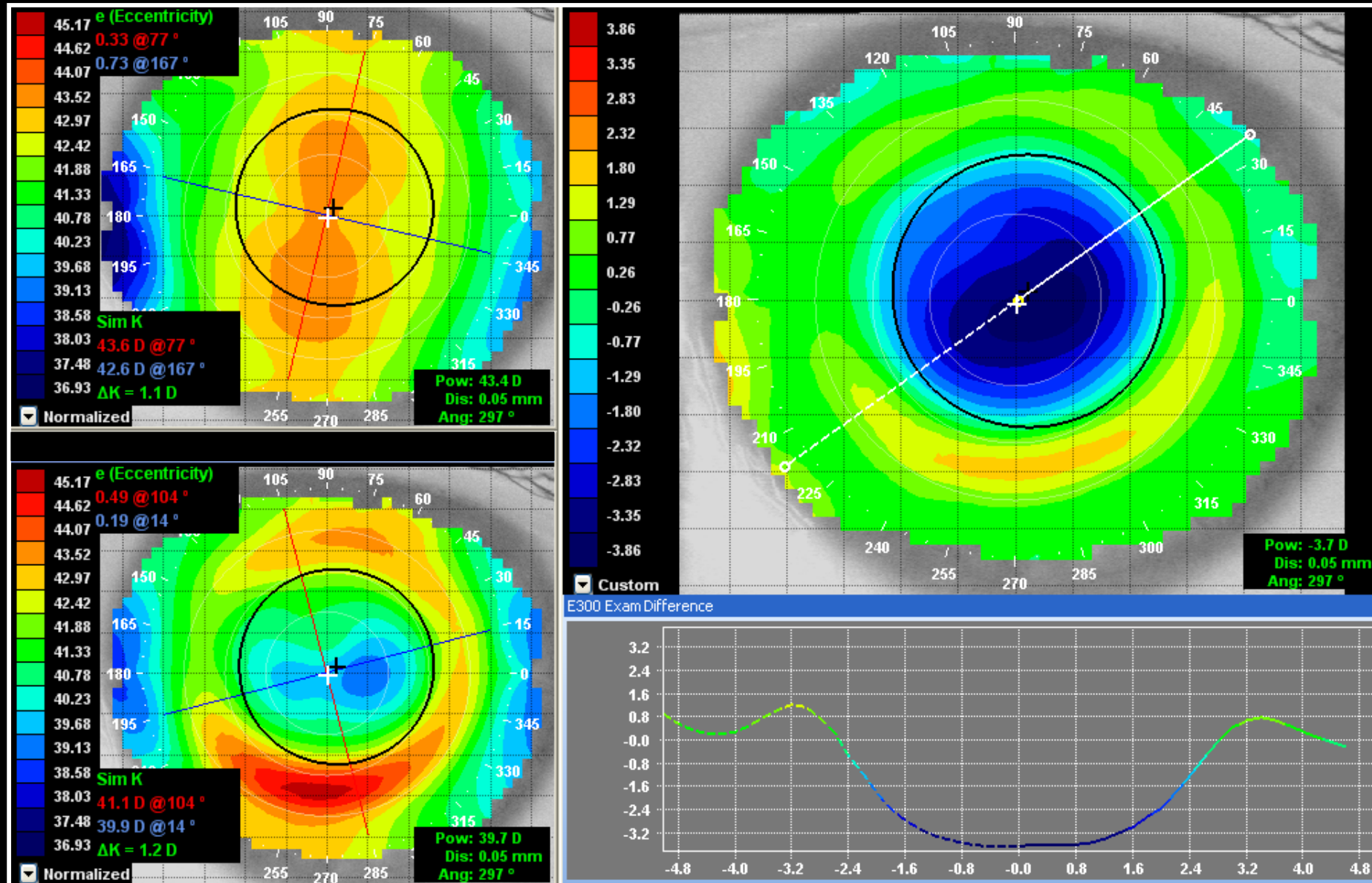
**Negative  
Pull Force**



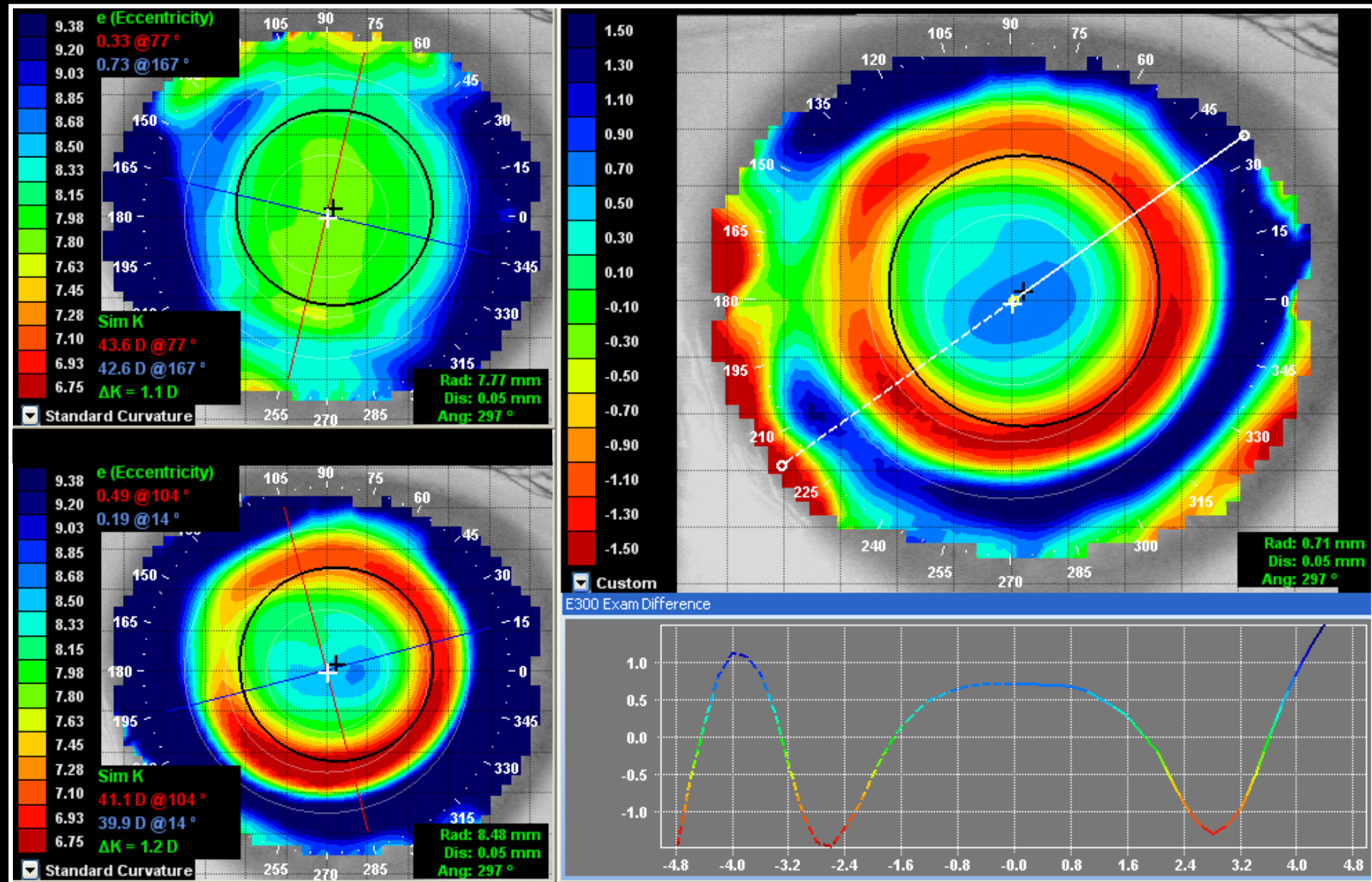




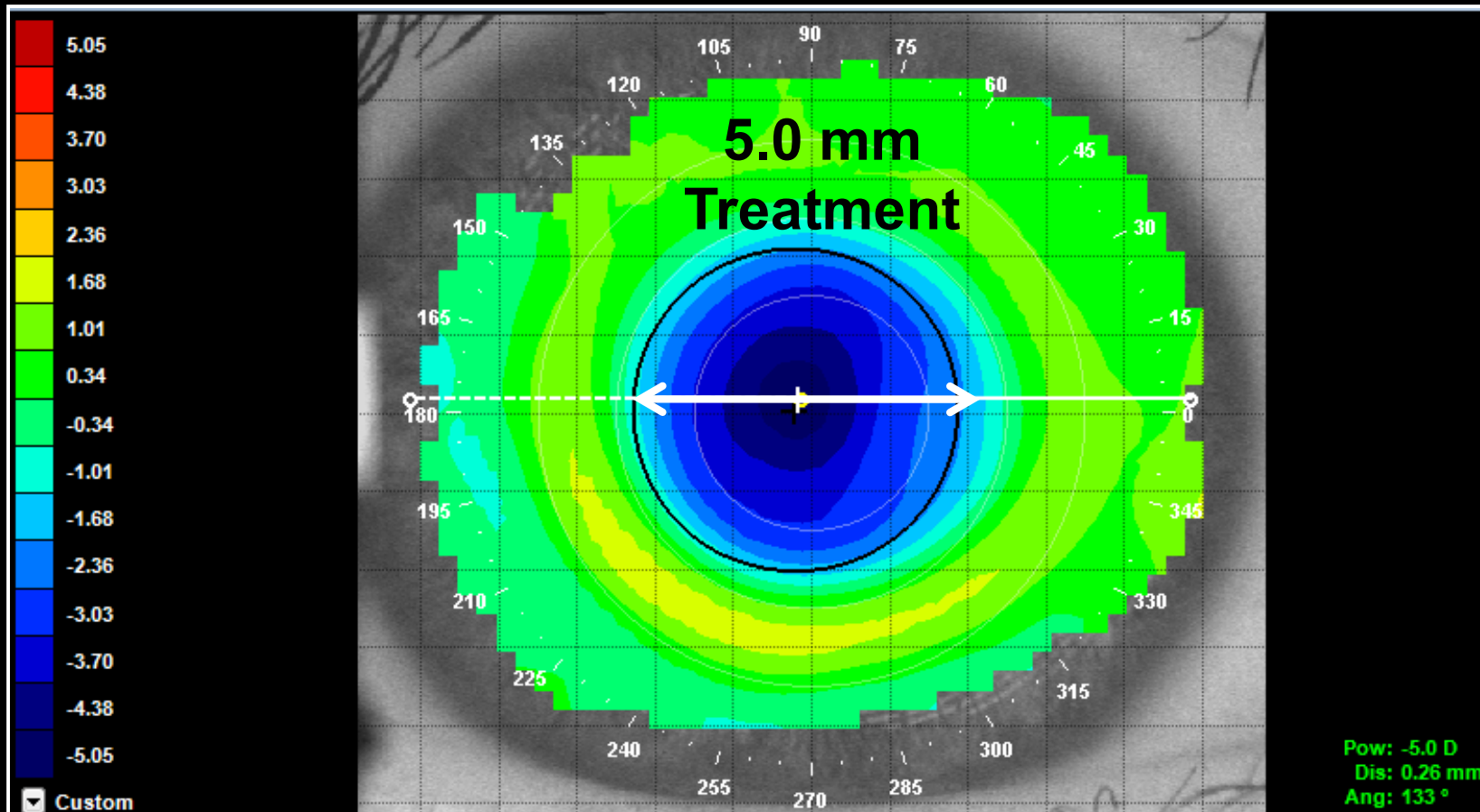
# Orthokeratology



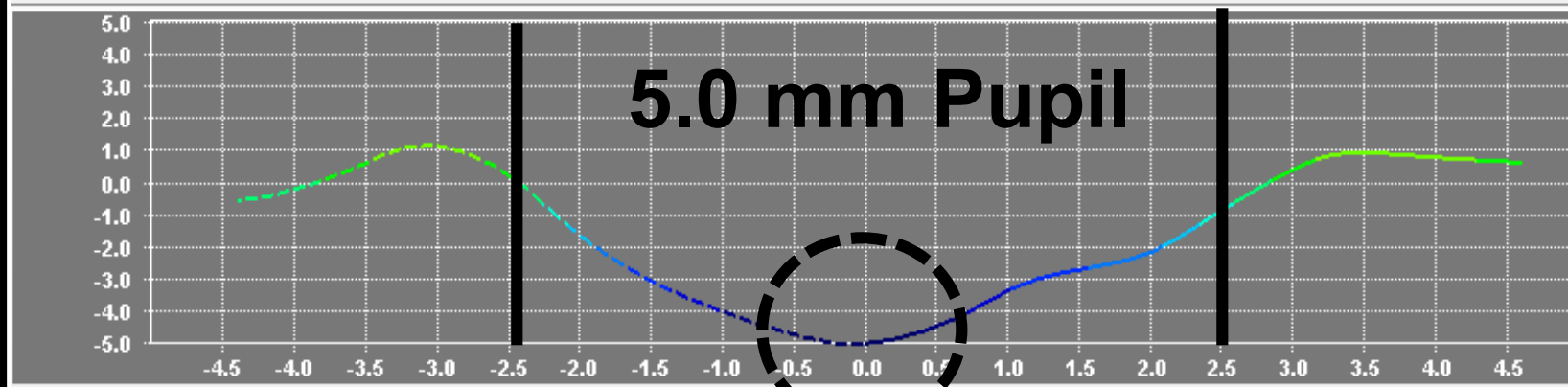
# Orthokeratology



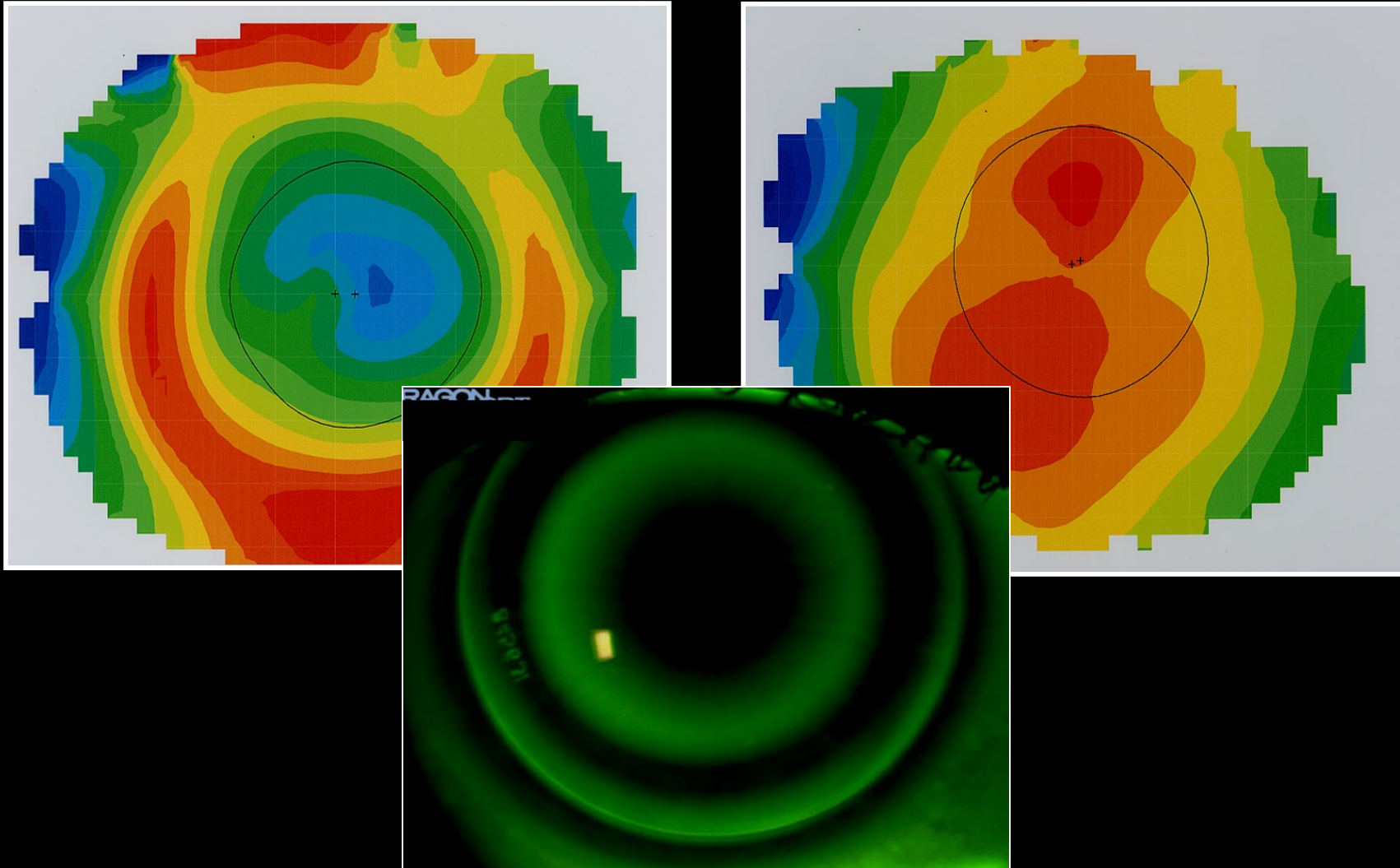




E300 Exam Difference



# The Reversibility of Corneal Reshaping

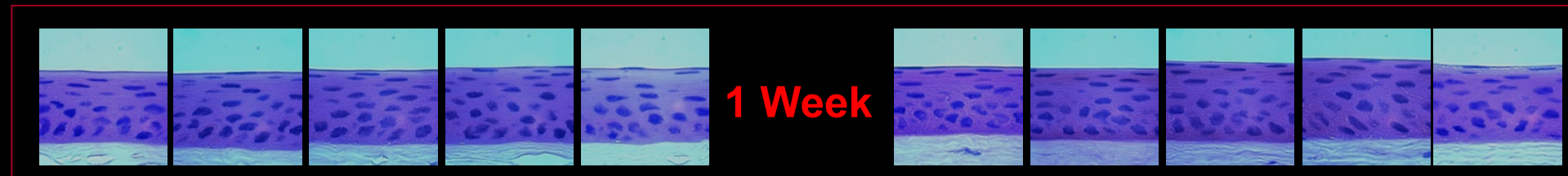


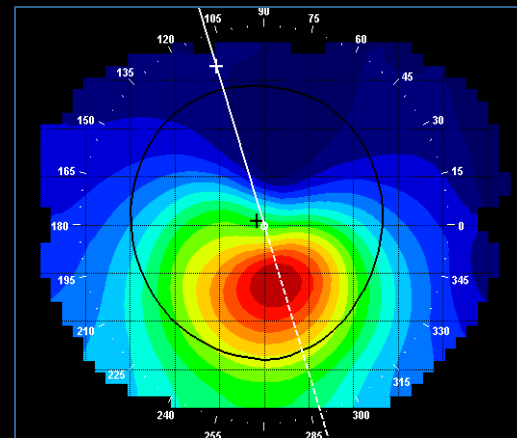
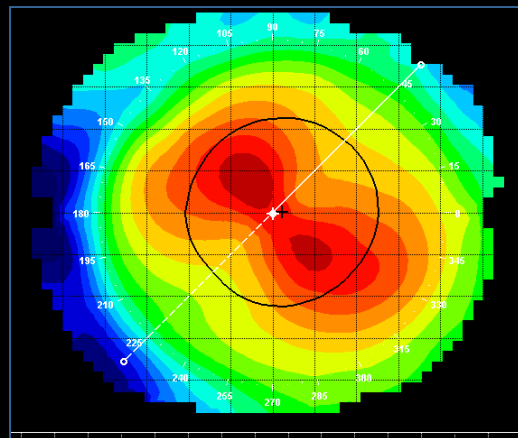
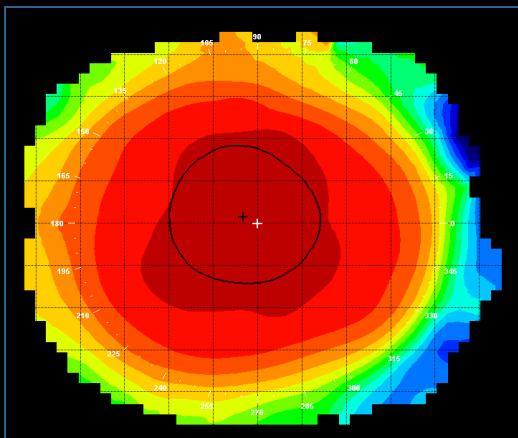
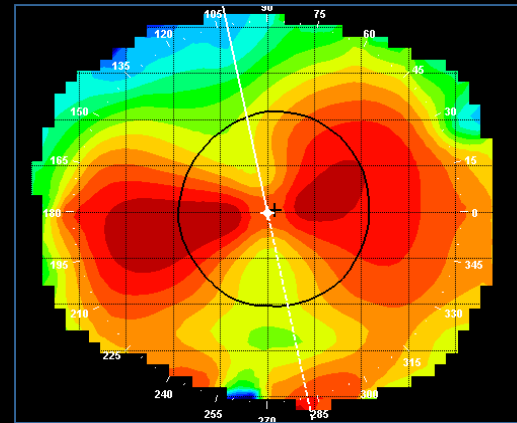
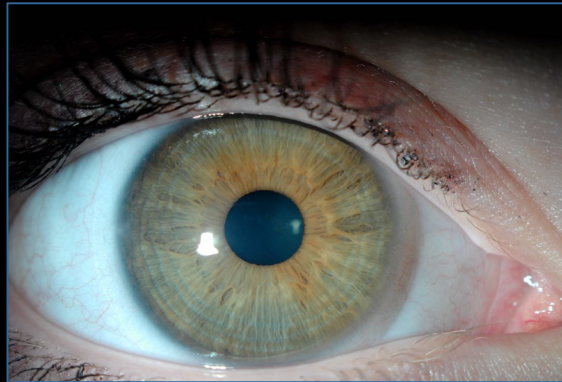
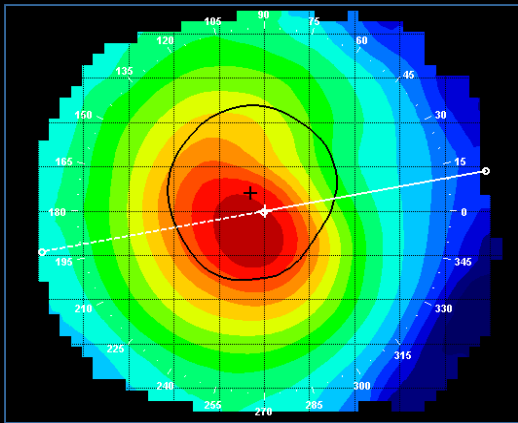
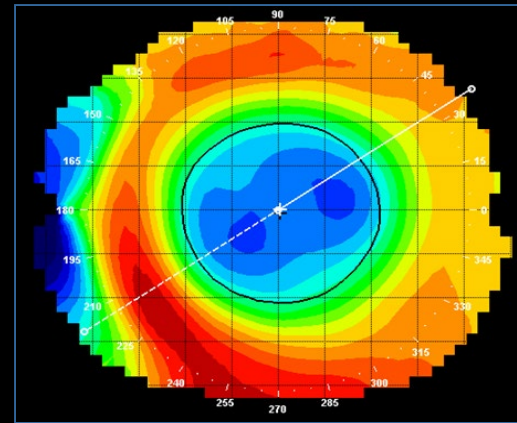
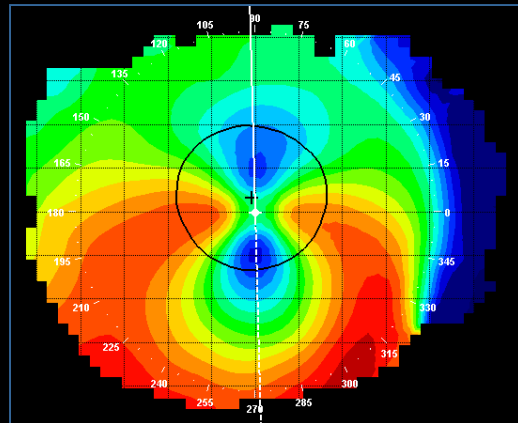
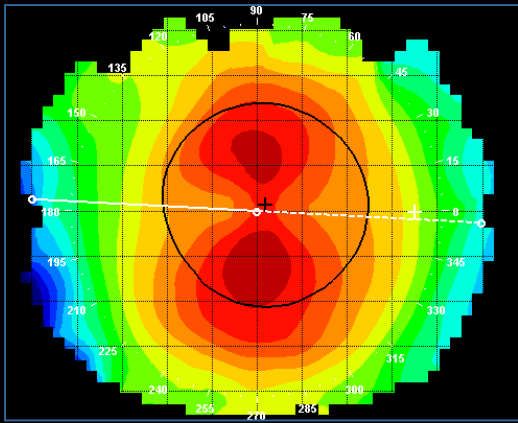


# Recovery of Epithelial Changes



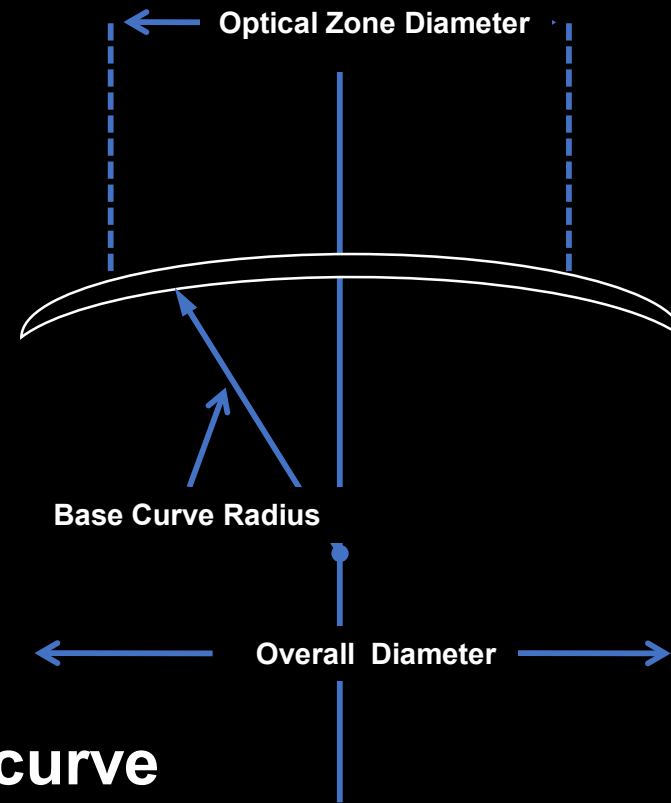
Discontinue Lens Wear





# Custom Soft Lens Parameters

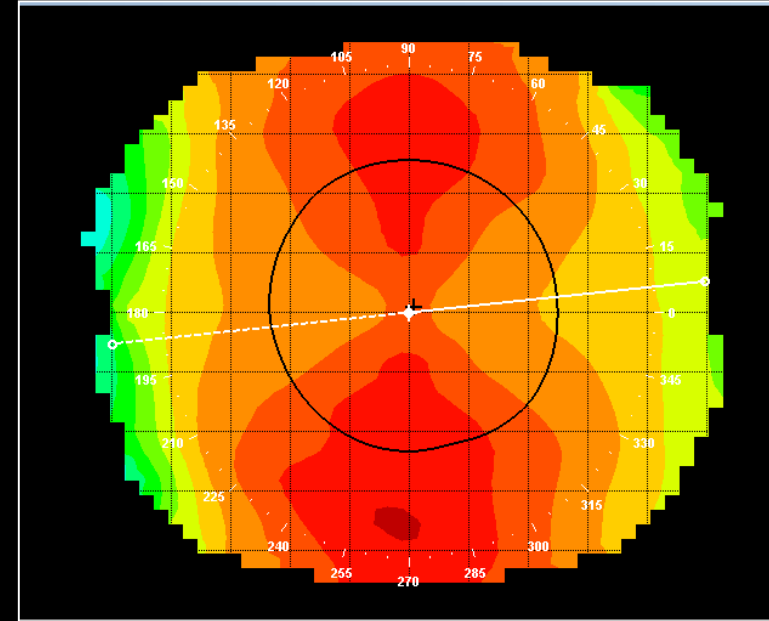
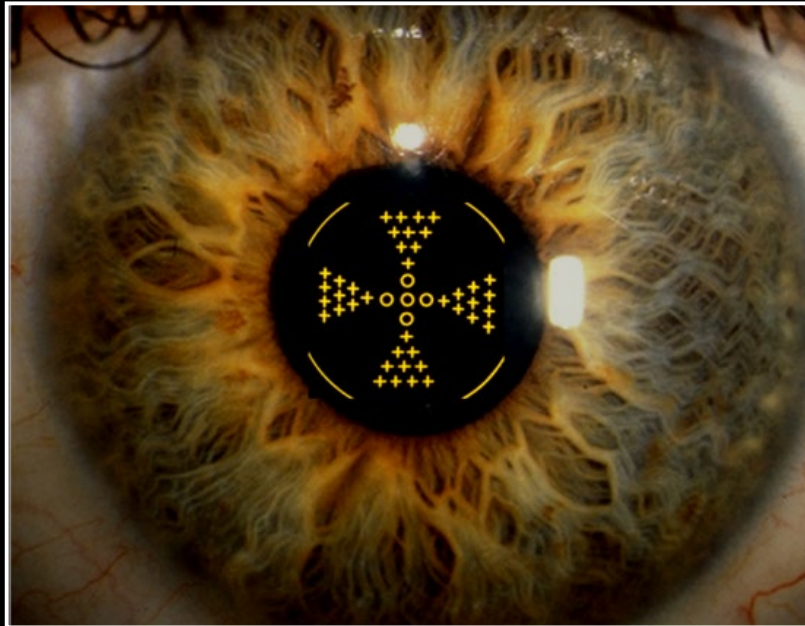
- **Customized parameters**
  - Base curve
  - Diameter
  - Material
  - Power
  - Optical zone
  - Center thickness
  - Designs
    - **Keratoconus**
      - Base curve / Fitting curve
    - **Reverse geometry**





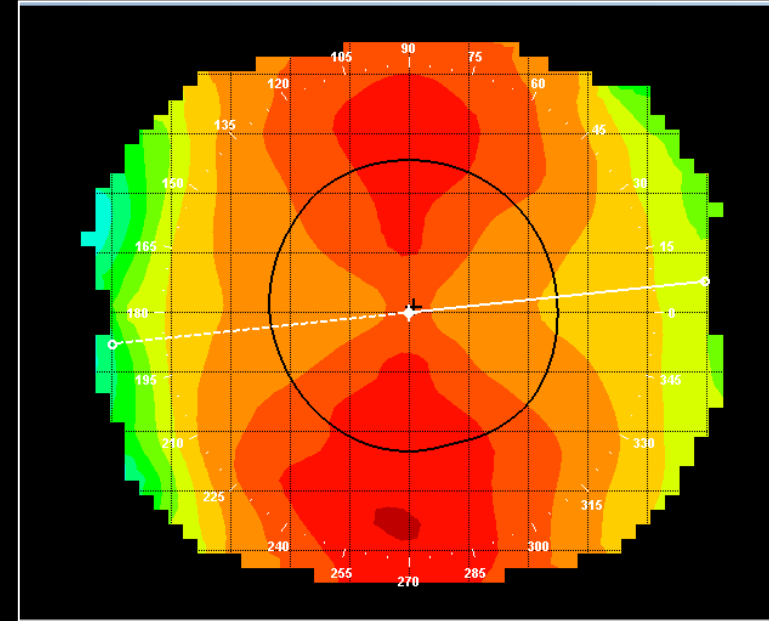
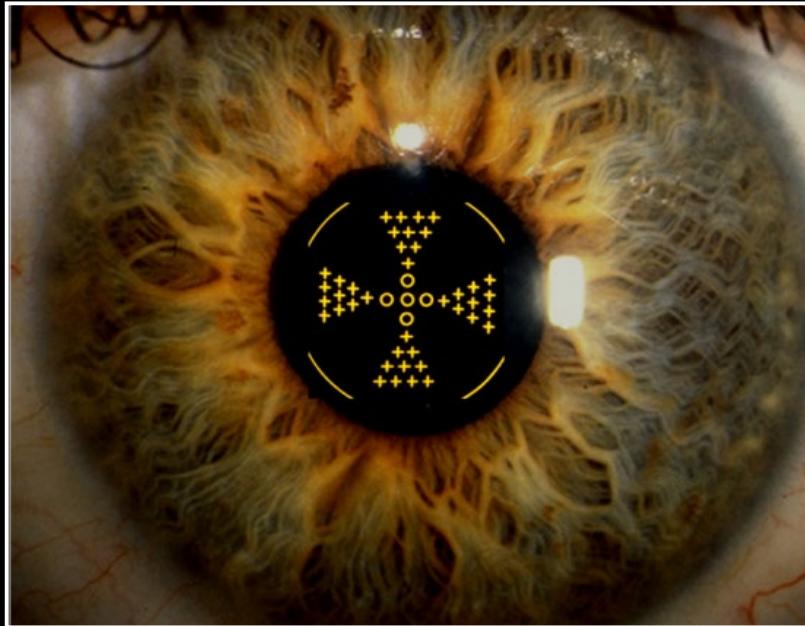
# Power

- Astigmatism
- Presbyopia

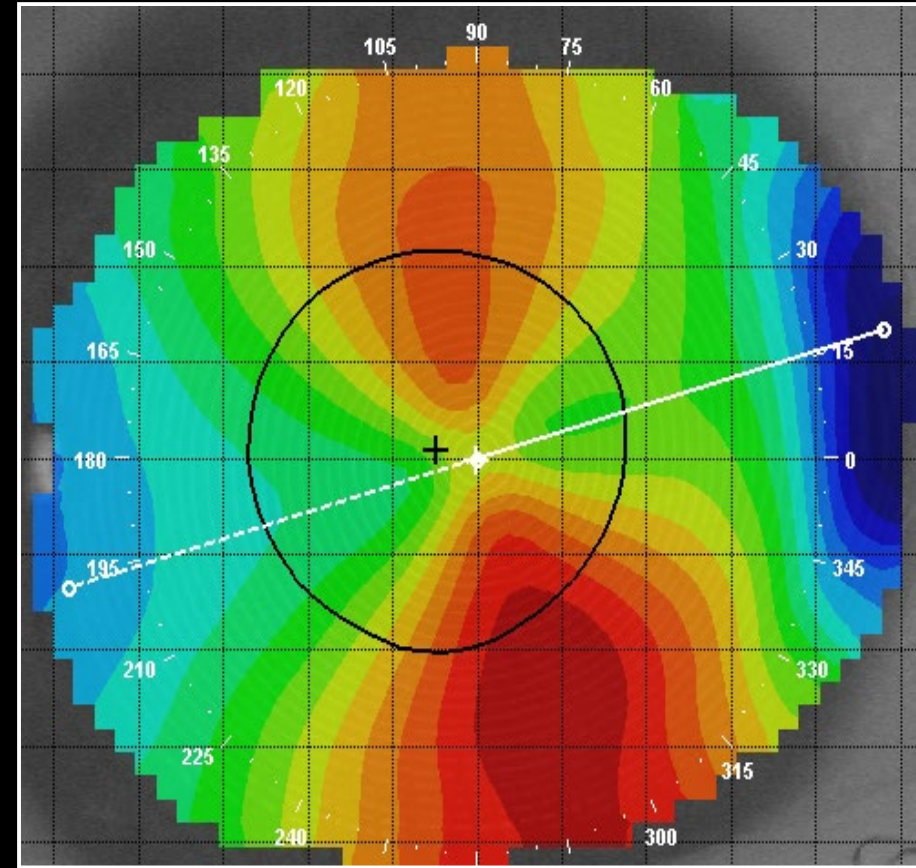
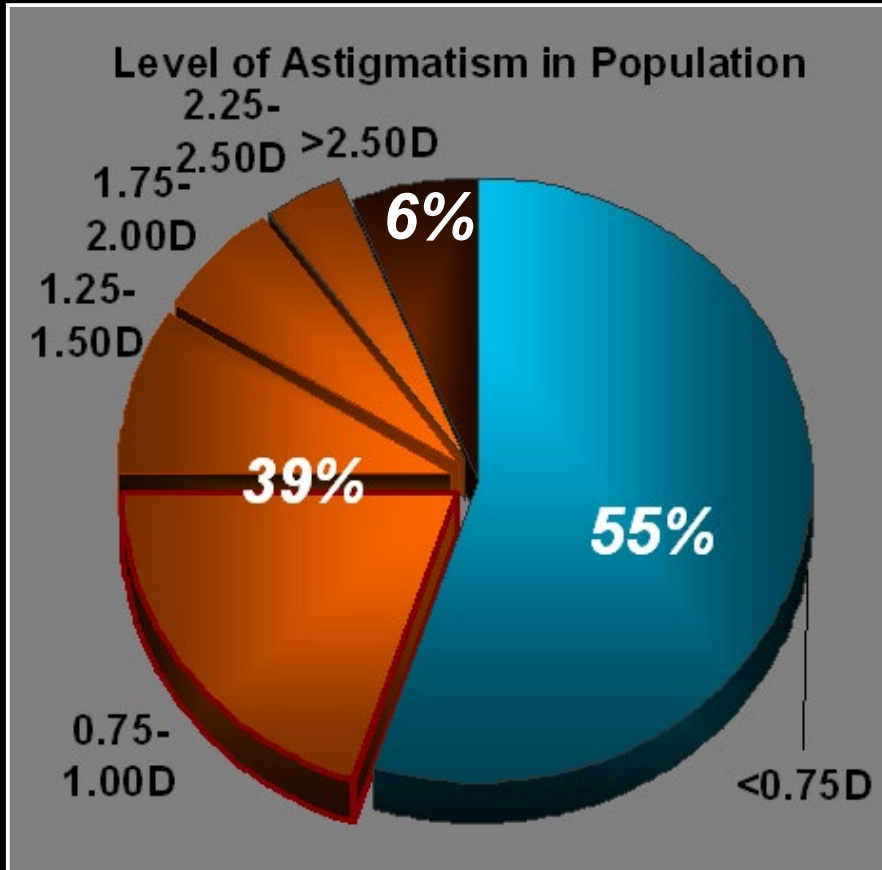


# Power

- Astigmatism
- Presbyopia



# Custom Toric SCL Lens Design



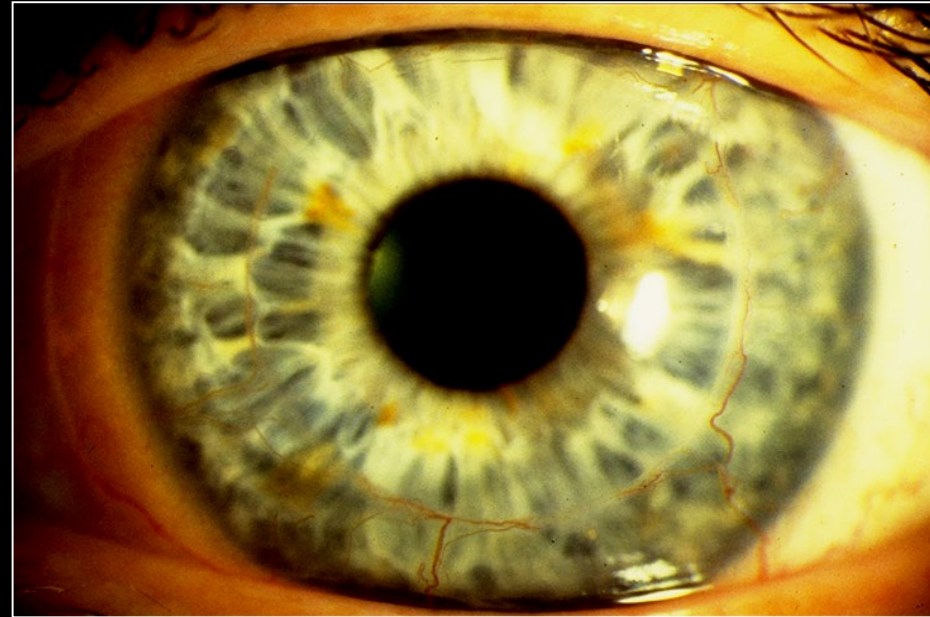
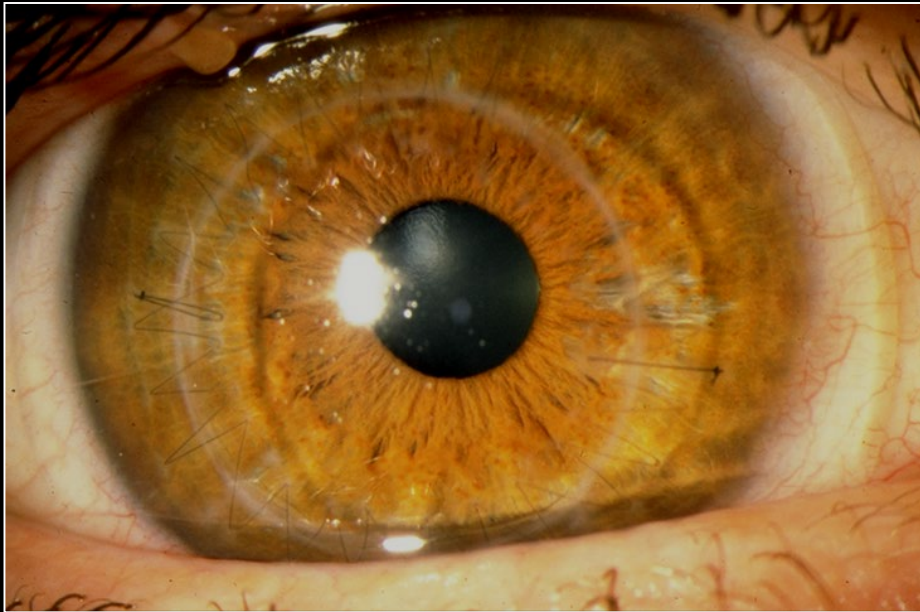


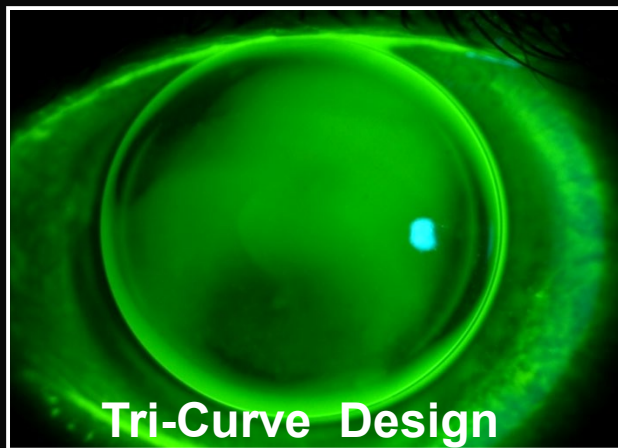
# Custom Toric Lens Design

**Base Curve:** Any

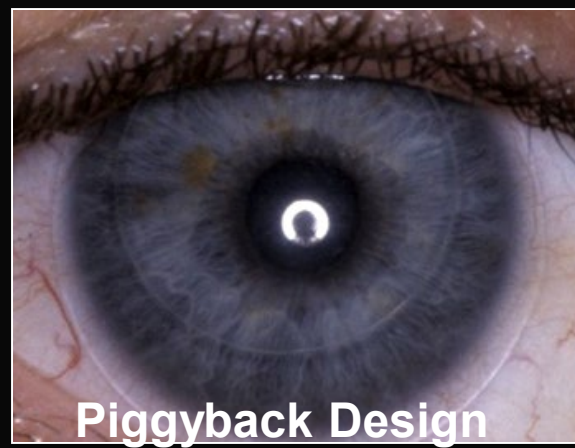
**Power:** Sphere, Cylinder or Axis Any

**Diameter:** Any

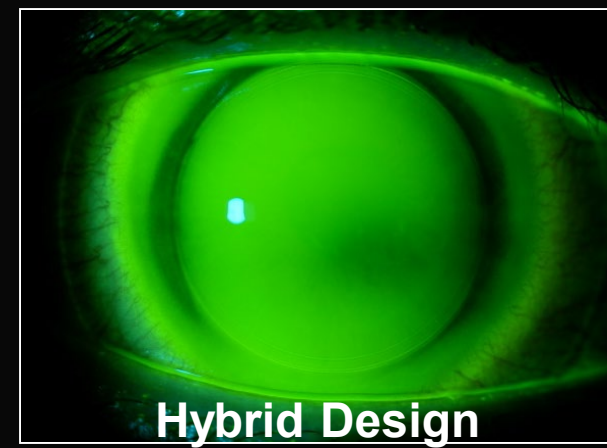




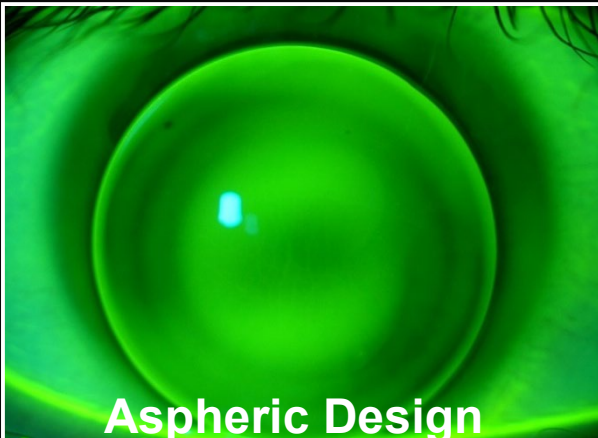
Tri-Curve Design



Piggyback Design



Hybrid Design

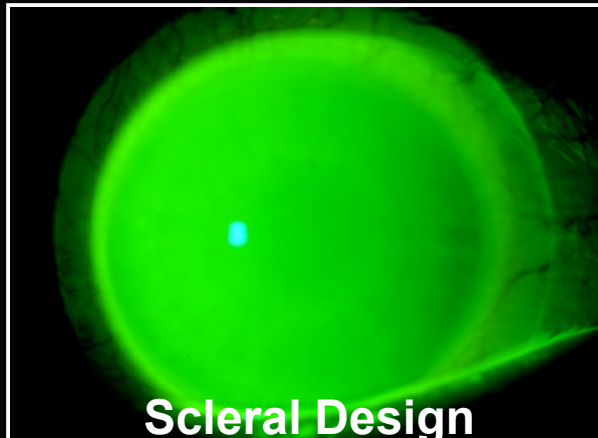


Aspheric Design

## Lens Options for Patients with Keratoconus



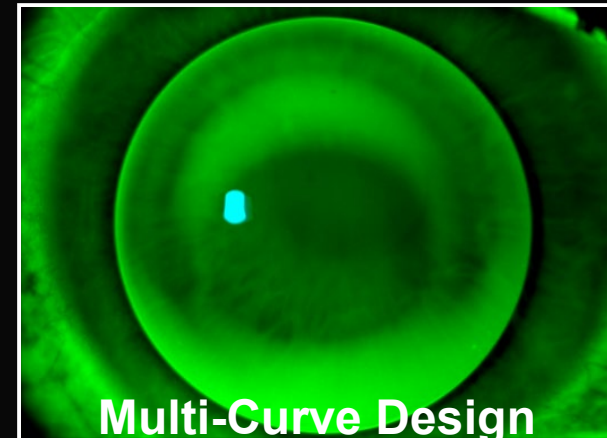
Reverse Geo Design



Scleral Design



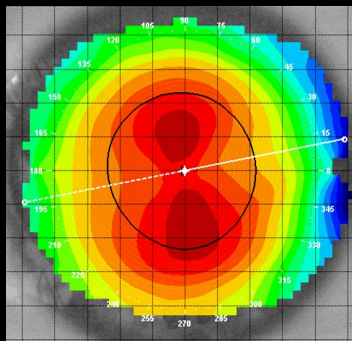
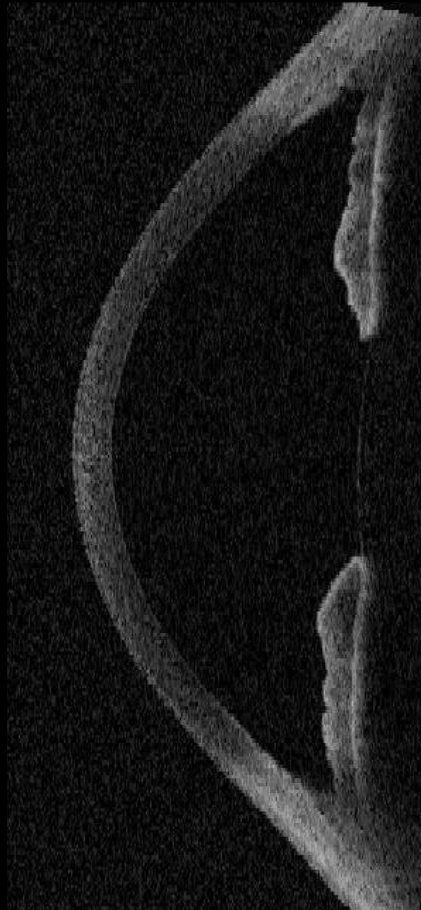
Custom SCL Design



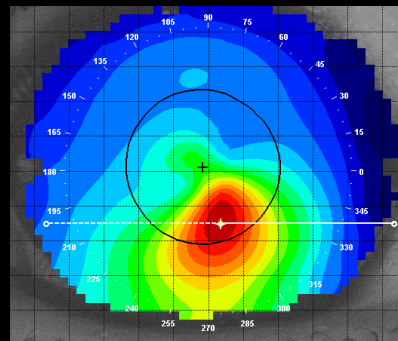
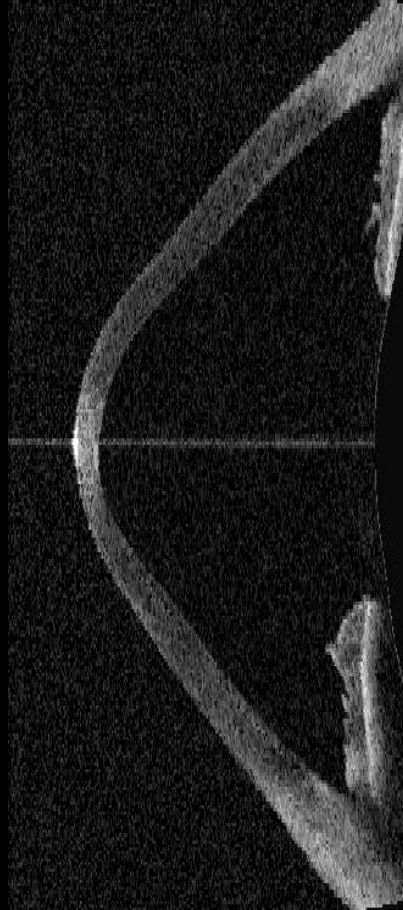
Multi-Curve Design



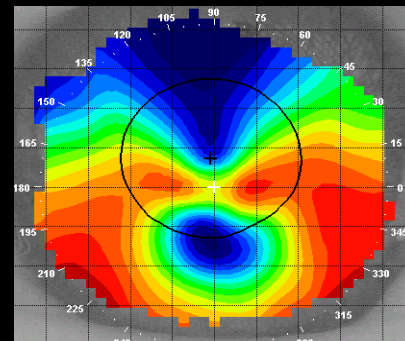
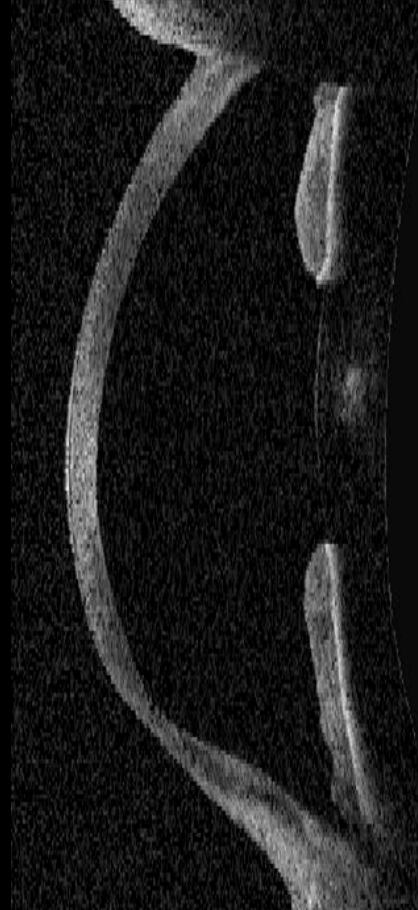
**Normal**



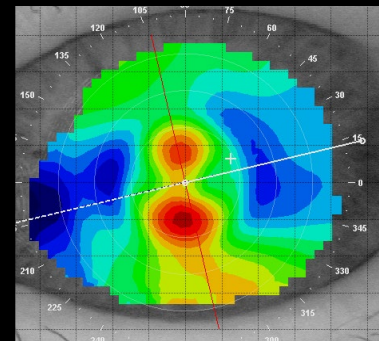
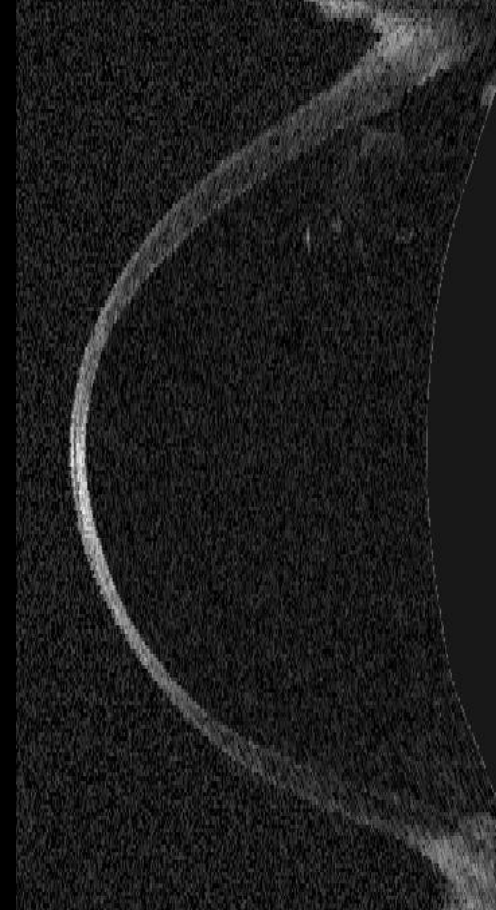
**Keratoconus**



**PMD**



**Keratoglobus**





# Soft Contact Lenses for KCN

- **Thickness**

- Center: 0.30 mm or greater
- Periphery: thinner outside optical zone

- **Lens Material**

- Water Content 55% or greater HEMA
- Silicone Hydrogel

- **Fitting Tips**

- One eye at a time
- Refit most needy eye first
- Sphere power only for first lens
- Monitor topographical changes
- Caution with hydrogen peroxide systems

# **Growing Your Practice with Specialty Contact Lenses**

- **Builds your practice**
- **Increases your referrals**
- **Not a commodity**
- **Locks the patient into your practice**
- **Annuity to your practice**
- **Inter appointment lens orders**

# **Growing Your Practice with Specialty Contact Lenses**

- **Sets apart in community**
- **Additional tool when other products fail**
- **Diversifies income**



# **Growing Your Practice with Specialty Contact Lenses**

- **In the mind of patient**
- **Keeps coming back**
- **Referrals of friends and family**
- **Typically patients that struggle the most**

# Specialty Vision Products- Consultant Team

## Pacific Time

### Arch Holcomb M.Sc.

Head of Consultation  
Scleral Lens Expert



**Experience:**  
Over 35 years in the  
Contact Lens Industry  
Taught at Ohio State  
University, College  
of Optometry

**8 AM - 5 PM PT**

Ext. 5375 • aholcomb@abboptical.com

### Pam Geimer Scleral Lens Expert



**Experience:**  
Over 25 years in the  
Contact Lens Industry  
NCLC Certified 1995  
NCLC AC Certified 2013

**9 AM - 6 PM PT**

Ext. 5870 • pgeimer@abboptical.com

### Crystal Bailey



**Experience:**  
Over 20 years in the  
Contact Lens Industry  
NCLC Certified 2002

**8 AM - 4 PM PT**

Ext. 5817 • cbailey@abboptical.com

### Stephanie Carnegie



**Experience:**  
Over 15 years in the  
Contact Lens Industry  
NCLC Certified 2001  
NCLC AC Certified 2013

**8 AM - 5 PM PT**

Ext. 5837 • scarnegie@abboptical.com

### Ann Shackelford

Specialty Lens Customer  
Service Manager



**Experience:**  
Over 40 years in the  
Contact Lens Industry  
NCLC Certified 1997  
NCLC AC Certified 2007

**8:30 AM - 5:30 PM PT**

Ext. 5828 • ashackelford@abboptical.com

### Grant Parson



**Experience:**  
Over 35 years in the  
Contact Lens Industry  
NCLC Certified 2013

**8:30 AM - 5:30 PM PT**

Ext. 5325 • gparson@abboptical.com

## Central Time

### Alika Mackley Scleral Lens Expert



**Experience:**  
Over 35 years in the  
Contact Lens Industry  
NCLC certified 2003  
NCLC-AC certified 2007

**9 AM - 6 PM CT**

Ext. 4767 • amackley@abboptical.com

### Sherre McMahon



**Experience:**  
Over 35 years in the  
Optical Industry  
COT certified 1999  
NCLC certified 2004

**8 AM - 5 PM CT**

Ext. 4768 • smcmahon@abboptical.com

### Dede Reyes

Professional Education Consultant  
Hybrid/Scleral Lens Expert



**Experience:**  
20 years Clinical  
Contact Lens  
Over 12 years in the  
Contact Lens Industry  
NCLC-AC certified 1990  
Fellowship CLSA 1995

**8 AM - 5 PM CT**

Ext. 5860 • dreyes@abboptical.com

## Eastern Time

### Corey Alvis Hybrid/Scleral Lens Expert



**Experience:**  
Over 15 years in the  
Contact Lens Industry  
NCLC Certified 2002

**8:30 AM - 5:30 PM ET**

Ext. 5210 • calvis@abboptical.com

### Larry Platt



**Experience:**  
Over 35 years in the  
Contact Lens Industry  
NCLC certified 1989  
NCLC-AC certified 1999

**8 AM - 5 PM ET**

Ext. 4103 • lplatt@abboptical.com

### Joe Hanson Scleral Lens Expert



**Experience:**  
Over 35 years in the  
Contact Lens Industry

**8 AM - 5 PM ET**

Ext. 4563 • jhanson@abboptical.com

**NEW**

# Prime Warranty Program

## GAS PERMEABLE LENS PRIME WARRANTY:

### Single Vision

- 90 day Warranty Program
- Unlimited exchanges at N/C within 90 day period
- No need to return lenses unless patient cancellation

### Irregular Cornea, Multifocal, Toric

- 120 day Warranty Program
- Unlimited exchanges at N/C within 120 day period
- No need to return lenses unless patient cancellation



## Prime Warranty Program

### ABB Manufactured Specialty Lenses

## SCLERAL LENS PRIME WARRANTY:

### ICD FLEX, ICD Family, Infinity, Dyna Scleral & Dyna Semi Scleral

- 120 day Warranty Program
- Unlimited exchanges at N/C within 120 day period
- No need to return lenses unless patient cancellation





# Educational Opportunities

## Lunch-N-Learn Topics Available

- **Specialty Lens Products Catalog**
  - In depth look at available Specialty lens products, Sclerals, GP lenses and custom soft
- **Scleral Lenses Product Specific**
  - ICD Flex
  - Europa
  - Jupiter
  - Boston Sight
  - Atlantis
  - Ampleye
- **Basic Scleral Education**
- **Basic Scleral Lens Troubleshooting**
- **Product Specific Troubleshooting**
- **Basic Scleral Staff Education-** Can be provided in a series for your staff separately
  - Educating Patients with Care and Handling Sclerals
  - Increasing Patient and Practice Success
  - Instrumentation for Scleral Lens Fitting

# Educational Opportunities

- Live Webinars
- Recorded Webinars
- Virtual Wet Labs
- Virtual Fits
- Live Chat

# SCI

## SCLERAL CONSULTATIVE INSTITUTE

JOINS INDUSTRY PARTNERS

 **ABB** Optical Group

 **ART** Optical contact lens, Inc.

 **Contamac**

TO PRESENT ELITE

### Scleral Lens Fitting & Practice Management Training for Select Optometrists

**EVENT DATES: 2020**  
**May 29-31, August 7-9, October 9-11**  
Located in Nashville, TN

**SPOTS ARE LIMITED!**  
To guarantee your commitment please provide your flight or hotel registration information





**Getting Started with Scleral Lens Fitting**  
Wednesday, February 19, 2020  
Nettie Hines, OD

**Register Today:**  
[abboptical.com/webinar-series](http://abboptical.com/webinar-series)



**Orthokeratology and Myopia Management - where are we today?**  
Maria Liu, OD, PhD, MPH, MBA, FAAO

Wednesday, May 20, 2020



**Billing and Coding for Specialty Contact Lenses**  
Stephanie Woo, OD, FAAO, FSLS

Wednesday, August 19, 2020



**Differentiating Your Practice with Specialty Contact Lenses**  
Matthew Lampa, OD, FAAO

Wednesday, November 18, 2020



# ABB Business Solutions

## **ABB**Analyze

Powered by GLIMPSE

Practice Performance  
Optimization Platform

## **ABB**AutoShip

Automated Soft Contact  
Lens Re-Order Platform

## **ABB**Verify

Powered by AffinityAnalytics

Vision Care Benefits  
Automation and  
Optimization Platform

## **ABB**Educate

Clinical & Practice  
Training Platform

## **ABB**Connect

Optical Marketplace Platform



# Overview: VibrantVue® Product Line

## FILL

### SCLERAL SALINE

- Scleral Lens Rinse & Insertion Solution
- 0.9% preservative-free saline, FDA Approved

## PROTECT

### HAND PREP

- Hand Cleansing Spray for Contact Lens Wearers
- Active Ingredient: HOCl (Hypochlorous)

## TREAT

### LID & LASH CARE

- Lid & Lash Care for Contact Lens Intolerance & Dry Eye Disease (MGD, Blepharitis, etc.)
- Active Ingredient: HOCl (Hypochlorous)

# VibrantVue® Scleral Saline

- Scleral Lens Rinse & Insertion Solution
- FDA Approved
- 100 single-use 5mL vials
- Manufactured in the USA
- Preservative-Free
- Unbuffered



# Contact Lens Hand Prep by VibrantVue®

## Safe, Effective, No Rinse Cleanser for Contact Lens Wearers

### AT HOME



*Extra layer of protection  
Part of an everyday regimen*

Wash hands.  
Spray directly on hands &  
rub in thoroughly.  
Insert or remove your soft  
or GP contact lenses.

8oz size  
(6-month supply)

### ON THE GO



Spray alone can be  
used in place of hand  
washing. Great  
substitute for alcohol-  
based products.

2oz size





# Contact Lens Hand Prep by VibrantVue®

## CLEANS

**No rinse formula!**  
With just a few sprays, you can confidently handle your contact lenses.

## HYDRATES

**Alcohol free!**  
Use regularly for maintaining clean, healthy skin without the drying effects of alcohol.

## FRESHENS

Leaves your hands feeling cool & fresh with a very subtle cleansed scent that dissipates quickly.

## NON-IRRITATING

No stinging and burning when touching your eyes after use. Gentle on hands. Can improve appearance and texture of skin.

## EFFECTIVE

HOCI (active ingredient) safely helps fight causes of infection (bacteria, germs, viruses).

## ALL NATURAL

Non-cytotoxic. No antibiotics, steroids or triclosan. No need to wash after use.

HOW IT WORKS

BENEFITS

# VibrantVue® Lid Care Protocol



## In-Office Treatment

- Performed by Eye Care Professionals
- Lid and Lash Debridement & Moistening Gel
- [For Patients] “Like going to your dentist for a teeth cleaning”



## At-Home Maintenance

- To be utilized by patients for at home maintenance
- Lid and Lash Irrigating & Moistening Spray
- [For Patients] “Just like you need to brush your teeth every day, your eyes also require continuous cleaning and care”



**ABB** Contact Lens

Specialty Vision Products

**Practice Development  
Educational Series**

**ABB Contact Lens | ABB Labs | ABB Business Solutions**